

CHEMIST & DRUGGIST

The newsweekly for pharmacy

September 18, 1993

OVER THE
COUNTER INSIDE

WITH OUR NEW
£3M CAMPAIGN,
EVERYONE WITH A TV
WILL BE TAKING
SEVEN SEAS
PURE COD LIVER OIL.



We've been out and about asking users how they benefit from Seven Seas Pure Cod Liver Oil.

Everyone with a television will see what they had to say when our new £3 million national campaign breaks on October 4th.

That means you'll see extra demand, so stock up now.

**SEVEN
SEAS**
Health Care

**Boots 4-year
small store
'240' target**

**Tanna near to
EGM to change
NPA Articles**

**Glaxo build up
danger money**

**Sharp buyers at
Chemex '93**

**PSG's weekend
of 'firsts'**



**Pampering just
for the boys**



The Corsodyl spokesman

Corsodyl Mouthwash has the unequivocal recommendation of dentists.*

They know there's no better way for their patients to take care of gingivitis, or for that matter, conditions as diverse as aphthous ulcer, oral candidiasis and denture stomatitis.

They know that **Corsodyl's** active ingredient, 0.2%[†] chlorhexidine, sets it apart.

They know also that for all **Corsodyl's** clinical heritage its range is adapted for patient-friendliness, with a new spray as the latest innovation.

Corsodyl has recently been acquired by SmithKline Beecham Consumer Brands. Speak to your SmithKline Beecham representative or telephone free of charge 0800-833000 for any further information or requirements.

CORSODYL

chlorhexidine gluconate

No Gingivitis. No Contest. No wonder dentists recommend it.

PRODUCT INFORMATION Consult Data Sheet before prescribing. **USE** Inhibition of plaque; treatment and prevention of gingivitis, maintenance of oral hygiene. Mouthwash and Mint Mouthwash are also indicated for the promotion of gingival healing following surgery and the management of aphthous ulceration and oral candidiasis. **PRESENTATION** Spray and Mint Mouthwash: A clear colourless solution containing 0.2% w/v chlorhexidine gluconate. Mouthwash: A clear pink solution containing 0.2% w/v chlorhexidine gluconate. Dental Gel: A clear colourless gel containing 1% w/w chlorhexidine gluconate. **DOSAGE AND ADMINISTRATION** Spray: Apply to tooth and gingival surfaces using up to twelve actuations of the spray twice daily. Mouthwash and Mint Mouthwash: Rinse mouth with 10ml undiluted for one minute twice daily. Prior to dental surgery, rinse mouth with 10ml for one minute. Dental Gel: Brush the teeth with one inch of gel for 1 minute, once or twice daily. **CONTRAINDICATIONS** Previous hypersensitivity reaction to chlorhexidine. Such reactions are, however, extremely rare. **PRECAUTIONS** For oral use only, keep out of eyes and ears. **SIDE EFFECTS** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine have also been reported but are extremely rare. Superficial discolouration of the tongue, teeth and tooth-coloured restorations may occur. This usually disappears after discontinuation of treatment. Staining can largely be prevented by cleaning teeth or dentures before use but may sometimes require scaling and polishing for complete removal. Stained anterior tooth-coloured restorations which are not adequately cleaned by professional prophylaxis may require replacement. Transient taste disturbances, burning sensation of the tongue and oral desquamation. Very occasional parotid swelling. **PRODUCT LICENCE NUMBER AND BASIC NHS COST** 'Corsodyl' Spray (0029/0230) 60 ml (OP) £2.80 'Corsodyl' Mouthwash (0029/0124) 300 ml (OP) £1.25 'Corsodyl' Mint Mouthwash (0029/0201) 300 ml (OP) £1.25 'Corsodyl' Gel (0029/0080) 50g (OP) £0.83 'Corsodyl' is a trademark. Legal Category P. Date of last revision March 1993. *Source: Milpro Independent Research, 1992. [†]Corsodyl Dental Gel contains 1% w/w chlorhexidine gluconate.



SB SmithKline Beecham
Consumer Brands

SmithKline Beecham Consumer Brands, Brentford, TW8 9BD, UK. Tel: 081 560 5151

a leading authority on oral hygiene.

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST
& PHARMACY UPDATE

EDITORIAL

Editor: John Skelton, MRPharmS
Deputy Editor: Patrick Grice, MRPharmS
Contributing Editor: Adrienne de Mont,
MRPharmS
News Editor: Jane Feely, PhD, MRPharmS
Beauty Editor: Sarah Purcell, BA
Technical Reporter: Maria Murray,
MRPharmS
Art Editor: Tony Lamb

Price List Controller: Colin Simpson

ADVERTISING

Advertisement Manager:

Ian Gerrard

Deputy Advertisement Manager:

Julian de Bruxelles

Area Managers:

Doug Mytton

Pauline Borda

Production: Shirley Wilson

Advertisement Director:

Frances Shortland

PUBLISHER

Publisher: Ronald Salmon, FRPharmS

PUBLISHING DIRECTOR

Director: Felim O'Brien

Published Saturdays by Benn

Publications Ltd. (member, United
Newspapers Group), Sovereign Way,
Tonbridge, Kent, TN9 1RW
Telephone: 0732 364422
Telex: 95132 Benton G
Facsimile: 0732 361534

Subscriptions: Home £100 per annum. Over-
seas & Eire £140 per annum including postage.
£2.10 per copy (postage extra).

ABC Member of the Audit
Bureau of Circulations

un

A United Newspapers publication

Thisweek

VOLUME 240 NO 5899 133rd YEAR OF PUBLICATION

ISSN 0009-3033

Ashwin Tanna signs up 330 proprietors at Chemex last Sunday to call for NPA EGM 46
Members want all Board members to be active in retail pharmacy 16 hours a week

Pharmacy Support Group launch strategy booklet at first annual dinner... 465
... lobbies proprietors at Chemex and gets cash backing from industry

Chemex '93: Visitor numbers steady but order quality solid 482
More product launches come to light as C&D reviews the action on the stands

Pharmacy Update: the spectre of tuberculosis raises its head worldwide pi-viii
Plus Research Digest, a look at ovarian cancer, dandruff and the scalp

Men Only: more males now self-select own toiletries..490
... and they are starting at 16 with bodysprays

Lincs patients in early transfer to Welton pharmacy 498
Mawhinney promises GPs' control of entry will be reviewed

Boots seek to swell small pharmacy portfolio 503
One opening a week over four years is the target

Glaxo hedge their bets with danger money cash pile 504
Dr Richard Sykes' "comfort factor" in uncertain times

Barclay Enterprise md in amicable split 504
David Lancaster fulfils two-year contract to go it alone

REGULARS

| | |
|---------------------------|-----|
| Topical Reflections | 467 |
| Script Specials | 468 |
| Medical Matters | 470 |
| Counterpoints | 472 |
| On TV Next Week | 479 |
| Letters | 502 |
| Business News | 503 |
| Classified advertisements | 506 |
| Business Link | 513 |
| About People | 514 |
| Appointments | 514 |

Comment

This week the status quo of pharmacy is under threat. Ashwin Tanna seems likely to achieve the 950 signatures he needs to call an extraordinary general meeting of the National Pharmaceutical Association, at which he will seek support for a radical change in its Articles of Association (p464). The Pharmacy Support Group continues its rapid rise from one man with a mission to a large, politically active, group with a near 2,000 membership with industry funding (p465). And Boots the Chemists announce a mind-boggling 240-store target growth over four years, hitching their star to the small is beautiful waggon, and seemingly oblivious to whether or not each pharmacy can ever achieve NHS contract status (see p503).

What has seemingly failed to impress the Stock Market — judging by Boots' share performance after the Monday announcement — doubtless will shake up the company's High Street rivals and community pharmacists.

Pharmacists who have seen the value and goodwill of their businesses plummet may be grateful for the Boots initiative if they are a purchase target. So far they have been waiting in vain for better times to return, as the Government has nobbled the NHS pharmacy pay deal and threatened the small pharmacies that Boots now find so attractive and cost-effective in retailing terms. However blunt, this should not be taken by the Department of Health as an unsubtle message that the small pharmacies now threatened with closure can exist with or without an NHS

contract if properly run.

For starters, any new Boots small pharmacy will be sited in a retail environment with at least £6 million of cash catchment ready for plucking. Second, no doubt even Health Minister Dr Brian Mawhinney must see that independent pharmacies can never hope to match the vertically integrated retailer who manufactures much own-label and buys in products that can be self-distributed at prices the traditional wholesaler cannot hope to offer single outlets or tiny groups.

It is ironic that Boots have reversed their policy of acquisition that was rife in the 1960s, when Ralph Weston was at work doing an Allen Lloyd. Westons was subsequently broken up and deposited back into the independent and small group market, with Boots shedding some 150 smaller branches to concentrate on large store retailing! How the wheel has turned.

Boots claim to act both in the name of their shareholder and the patient, saying that what is good retailing will naturally benefit the former, a taxpayer to boot. But that is the danger for the taxpaying patient: that an apparently munificent monopoly healthcare specialist will not be so generous with services and prices when its dominance of High Street healthcare grows because it has first to look after shareholders.

Glaxo say that companies drive markets, not politics (p504). Boots would seem to hold that view, and are set to capitalise at the expense of the independent and of choice.

DDSA recall thioridazine

DDSA Pharmaceuticals are recalling thioridazine (Rideril) tablets 50mg, batch number 6651 (packing codes A/B/C/D/E/F/ and G) as a precautionary measure.

The company has been informed that a container of this product with the batch number 6651D has been found to contain rogue tablets of chlorpromazine 50mg marked "Chloractil 50" on one face and "DDSA" on the reverse.

Recipients of the above batches are asked to return them for credit or replacement to DDSA at Freepost, 310 Old Brompton Road, London SW5 9JQ.

Call for EGM at NPA moves a step closer

Pharmacist Ashwin Tanna is well on the way to collecting the 950 signatures needed to call an extraordinary general meeting of the National Pharmaceutical Association (C&D July 24, p133).

Mr Tanna wants to change the NPA's Articles of Association so that NPA Board members would have to practise retail pharmacy for an annual average of at least 16 hours a week. At present members need only to be "actively engaged in retail pharmacy".

Although this flexibility aims to allow community pharmacists from a variety of backgrounds to be elected, Mr Tanna is concerned that Board members might lose touch with NPA members' needs if they were not actively involved in the day-to-day running of a pharmacy.

Mr Tanna was at Chemex last Sunday trying to persuade NPA members to sign a slip (left) requesting the NPA to convene an EGM on any Sunday afternoon at 2pm to discuss the matter. He collected 330 signatures, which he will add to the 400 letters he has already received. For the NPA to call a meeting, he needs the support of members owning not less than one-tenth of pharmacies in membership — about 950 signatures.

He urges any pharmacists who have still not pledged their support to write immediately to him at 46 Lordship Lane, East Dulwich, London SE22 8HJ. He hopes to have reached his target by the end of the month.

He told C&D: "Just because the

establishment has done things in a particular way for years and years should not be interpreted as right or remain unchallenged in perpetuity. I wish to challenge the established practices and so do the other members who have supported me in calling for an EGM. It is healthy to examine the management structures and, where necessary, to change things."



Ashwin Tanna signs up a husband and wife team on Chemex Sunday

The Director - National Pharmaceutical Association
Mallinson House, 38/42 St Peter's Street, St Albans, Herts AL1 3NP

According to the Memorandum and Articles of the Association, I hereby request the Board to convene an Extraordinary General Meeting to be held on any Sunday afternoon at 2.00pm for the following purpose: To propose an amendment to Section 56(a) of the Articles so as to read: "He is a registered pharmaceutical chemist who practices retail pharmacy for an annual average minimum of sixteen hours per week, the declaration to be signed by all the Board Members to that effect."

Signature

Date

N P A Membership No

Number of registered pharmacies

Please return to Mr Ashwin Tanna, 46 Lordship Lane, East Dulwich, London SE22 8HJ

Kent care charter is agreed

Kent Family Health Services Authority is thought to be the first in the country to have its patients' charter endorsed by all professional groups.

All health practitioners are being encouraged to "sign up" to the charter, and booklets will be overprinted with the practice name. Initially 50,000 copies will be distributed and posters and leaflets will be displayed in practices and libraries.

Secretary of Kent Local Pharmaceutical Committee Michael Moore told C&D: "It is a

united move forward. The pharmacy section is only one page and is very simple. All the things mentioned are things we are doing anyway."

The FHSA wanted a primary care charter to reinforce the concept of a team which includes pharmacists, dentists and opticians as well as doctors.

The charter comes in several parts, with part one devoted to all professions covering welfare needs and ethnic concerns. The following sections detail each profession's duties.

Derbyshire's quality pharmacists

More than 50 per cent of pharmacists in Derbyshire have signed up for the Family Health Services Authority's "Commitment to Quality" accreditation programme which was introduced in May. A similar scheme aimed at doctors was set up last November.

Secretary of the Local Pharmaceutical Committee Rodgers Jeffries told C&D: "The LPC was involved in the Pharmacy

Working Group which developed the scheme with the FHSA."

The scheme is voluntary and aims to introduce local quality standards within Derbyshire pharmacies. Participating pharmacies are entitled to display a certificate of achievement as part of a self-assessment and accreditation process.

Standards to be addressed will include:

- developing motivated staff
- continuing education through training events on such subjects as asthma and smoking cessation
- provision of services required under contract
- giving a personal service which meets patients' needs.

Derbyshire FHSA has also made rota display boards and information leaflet stand available to those pharmacies that require them.

GP/pharmacist meetings have taken place in South Derbyshire with more planned for the rest of the region. A pilot meeting of local pharmacies and GPs will take place in November.

A postal survey of Derbyshire patients was carried out before the scheme was finalised. The survey, which enjoyed a 75 per cent response rate, showed that most people were happy with the standard of pharmacy services in their area.



Chemex 'a worthwhile experience', says PSG

The Pharmacy Support Group's first appearance at Chemex was a worthwhile experience, giving the Committee the opportunity to meet many independent contractors and also to talk to pharmaceutical companies.

The Group used the occasion of the exhibition to launch their

PSG booklet. Produced with help from a number of companies, the booklet was being distributed to callers at the stand.

Starting with the upbeat message "You can do it", the booklet had two main objectives, chairman Hemant Patel told *C&D*. First, to let people know just how much the Group had done in a short space of time and also to set out their aims for the future. A membership form was also included.

"You can turn threat into an opportunity," the introduction reads. "PSG has an energetic,

enthusiastic and visionary leadership that is ready to work with inter-professional and intra-professional groups to safeguard and promote the role of pharmacists."

It continued: "It has to be demonstrated that first class pharmaceutical care can only be effectively developed and promoted by adequately trained and adequately remunerated pharmacists who appreciate the need for high quality service."

The weekend also saw a boost for the Group's finances when John Bartlett, marketing director

of Lagap Pharmaceuticals, handed over a cheque for £1,000.

Mr Patel praised those PSG members who had given up their time voluntarily to help run the stand. These included the Group's Welsh Co-ordinator Peter Hollyman, who stood in the recent Christchurch by-election and had travelled from North Wales for the weekend's events.

PSG campaign pushes forward

Last weekend was a weekend of firsts for the Pharmacy Support Group — their first annual dinner, their first appearance at Chemex and the launch of their first booklet setting out their aims and strategies.

On the Saturday night, around 150 pharmacists and their partners met in the plush surroundings of the Edwardian International Hotel in Hayes to hear of threats to pharmacies with turnover less than £500,000.

Guest speaker at the dinner was Giles Dadd of Plimsoll Publishing, the company whose recent report estimated that some 50 per cent of pharmacies were in danger of going under (*C&D* August 21 p305).

Addressing the dinner, Mr Dadd said that the surprise failure of Laker Airways had prompted accountancy lecturer John Robertson to produce a model for looking at profitability and stability of companies.

This formula, used in the recent report on community pharmacy, was found to be reasonably predictive but not perfect, he said.

When various factors were taken into account, a Plimsoll chart was produced to give a snapshot overview of the company. This would give a non-accountant an advantage but also gave the lay person a good idea about the business, he said.

Mr Dadd illustrated how the Plimsoll model could work with reference to the demise of Polly Peck International. The graphs gave an early warning of problems ahead, he said.

One trend that Mr Dadd did comment on was polarisation. Whether he was looking at the farming sector or a food manufacturer, there was a certain degree of polarisation with companies tending to move to different ends of the spectrum, he said. Pharmacy was no different although the reasons and causes varied.

Mr Dadd went on to give an overview of important key factors such as stock turnover, gearing, working capital, sales growth, profitability, management

capability and trading stability.

Thanking Mr Dadd for attending on what was his wedding anniversary, chairman Hemant Patel promised "a major announcement" from PSG before Christmas to help strengthen small and medium pharmacies.

He displayed figures which, he said, showed the extent of the threat faced by pharmacy.

Comparing proposed monthly remuneration for 1993/94 to that for 1986/87, he said that pharmacies doing 900 items a month would be 72.5 per cent worse off while even those doing 9,000 items a month would see

their earnings drop by 43.6 per cent. Mr Patel contrasted this to the change in prescription charges since 1982/83, when it stood at £1.30, to 1993/94, by which time it had risen to £4.25, an increase of 226.9 per cent.

Calling on the Pharmaceutical Services Negotiating Committee to reject the current Government proposals on pay, Mr Patel spoke of the need to enlarge the PSG further from its current 2,000 members.

"Let us work together to find a solution to achieve a fair remuneration for what we do," he said.

2.5pc PPRS price cut effective October 1

Manufacturers will be implementing the 2.5 per cent cut in the price of NHS drugs, agreed under the new Pharmaceutical Price Regulation Scheme, with effect from October 1.

Details of the reductions notified to the *C&D* Price List by September 21 will be included in the supplement of September 26.

The price cuts are being engineered to reduce the cost of a company's total sales to the NHS by 2.5 per cent. This means there

will not be a uniform 2.5 per cent cut across all products; some will drop more than others.

In England and Wales, pharmacy contractors will not see the effect of the cuts until November since scripts dispensed during October will be reimbursed at the prices effective on September 8. Scottish contractors, however, will find the new prices applied to prescriptions from October.

The Department of Health has

asked that the Prescription Pricing Authority be notified of all price changes by October 1.

"We are confident that the operation of [the PPA's] procedures will ensure pharmacists are not out of pocket on the stocks they hold as at October 1," a DoH spokesman said on Tuesday.

Most manufacturers are compensating wholesalers in one way or another for their stock losses, according to director of the British Association of Pharmaceutical Wholesalers Mike Watts.

He is critical of the industry and DoH negotiating teams which seem to have pressed ahead without any regard for the commercial consequences.

Wholesalers have stopped ordering from the handful of firms that are being "difficult". Roussel have been told by some of their major wholesalers that they will not be placing orders with the company until October 1.

This may result in customers experiencing supply difficulties, the company says. To get round the problem Roussel have set up a freephone service (0800 318848) to their distributors Distriphar. This will run from September 27 until October 15.



A welcome boost to funds, PSG chairman Hemant Patel (left) receives a cheque for £1,000 from John Bartlett, marketing director of Lagap Pharmaceuticals. Other companies had also promised to follow Lagap's lead and make donations to the Group



Among the guests at the Pharmacy Support Group dinner on September 11 was the Group's Welsh Co-ordinator Peter Hollyman (left) with wife Judith and former RPSGB Council member Noel Baumber

As a new school term begins...

THE HEADLICE PRODUCT FOR PEOPLE WHO DON'T WANT HEADLICE

Just think about it. Across the country there are thousands and thousands of families who don't have headlice. And now that you stock New Rappell, the unique headlouse repellent, they are all potential customers. Because the new school term signals the start of another headlice season and there's no better way for your customers to protect their family.



AND FOR
PEOPLE WHO
HAVE
HEADLICE

New Rappell can also be recommended for use following a headlice clearing treatment – thus doubling your profit opportunity.

RAPPELL

Rappell is a registered trademark.

01-93-3



A SPRAY A DAY KEEPS HEADLICE AWAY

FIP worries over GP dispensing

A questionnaire commissioned by the Federation of International Pharmacists (FIP) shows that the problem of dispensing doctors is a worldwide one.

Pharmaceutical Services Negotiating Committee Secretary Steve Axon revealed the survey results at the FIP Conference this week in Tokyo.

He says: "The FIP working group will aid in combatting what is probably the greatest threat to the profession of pharmacy — dispensing by doctors."

The questionnaire was divided into four sections: perceptions of dispensing doctors, methods of combatting doctor dispensing, statistical comparisons and legislative approaches.

Mr Axon emphasised that, to make any real progress, pharmacists must use the force of the law.

The way forward, he says, is to persuade governments that doctor dispensing increases the drugs bill, and to point out that there is little sense in allowing the same person to decide medication and to profit from its supply.

Premises numbers up

The total number of pharmacy premises registered with the Royal Pharmaceutical Society rose by 22 in August to 12,028.

The greatest increase was seen in England where there were 25 additions, nine deletions and one restoration. This included the addition of Forte UK's pharmacy at terminal three of Heathrow airport. In London there were a further four additions and one deletion.

Scotland and Wales each reported two additions and one deletion.

Service guide from RPSGB

The Royal Pharmaceutical Society is supplying all newly registering members with a guide to the services it can provide.

Giving telephone numbers and background information, the guide details each department's functions.

It also outlines the Society's various information services and facilities pharmacists can book at Lambeth and Edinburgh.

A *Guide to Services for Members* is available free to any Society member, tel: 071-735 9141, ext 364/333.

A&H see the light — four years too late

One of the consequences of advancing years seems to be an improvement in long-term memory while short-term recall deteriorates. Dottie unkindly refers to it as creeping senility!

The point was well proved the other day when I read of the impending discontinuation of Ventolin CR tablets. This was being made on the grounds that, since Volmax and Ventolin CR are identical formulations at the same price, the duplication was unnecessary and in future only Volmax was to be marketed.

"I remember saying that nearly four years ago," I crowed (*Xrayser* December 1, 1989) — and then spent the next half an hour hunting for the Allen & Hanburys letter which I had temporarily mislaid in my filing system!

Belated it may be, but at last I can rid my shelves of this unnecessary duplication. I have been vindicated — and my thanks to Allen & Hanburys for that — but would that a few more companies would discontinue all those unnecessary products whose only dubious use is to swell my capital investment.

A chance to practise what we preach

Chemex was as interesting as ever and, despite not winning the Indian, I enjoyed my visit.

The occasion was used by manufacturers to launch many products, one of the most significant for professional involvement being the launch of Oruvail Gel OTC.

The topical anti-inflammatory market has so far been dominated by rubifacients and ibuprofen. But the



introduction of ketoprofen, with other non-steroidal anti-inflammatories possibly following, presents a different challenge to pharmacists. Many of these products will be sold by recommendation and it will easily lie within the power of the community pharmacist to influence choice.

For the first time a totally new therapeutic group of drugs has been made available *en masse* for OTC use, and very soon I might have to decide on the therapeutic pros and cons of Feldene, Ibuleve, Oruvail and Movelat. I am sure the statistical information available from each competing manufacturer will prove the superiority of their own brand but, ultimately, it will be up to me to analyse the data and properly advise my patients on the most suitable product.

This is a unique opportunity for community pharmacy but one which will be undertaken in the full glare of public exposure. The reward for a responsible approach could be the release of other therapeutic groups, but the result of failure would be a return to POM restrictions.

I have often complained that much of our training and the information contained in continuing education material is wasted because its content is rarely used in practise. Here is an opportunity to practise what we preach and publicly demonstrate that the pharmacist is a responsible

professional and the true expert on drugs.

Time for a little rationality

Communication with patients who are unable to speak English is always a problem.

My latest experience was with a gentleman whose command of English was as proficient as my use of Chinese. He has never managed to grasp even the rudiments of English but when he presented his last script, he rejected all three of the items I offered him.

He'd had all three dispensed previously at another pharmacy, and knew that Indocid-R came in a foil pack from Belgium, Zantac came inside a blue and white box from England, and were not that shape or colour, while Natrilix tablets were white not pink.

If I could speak Chinese or he had managed to learn English this problem could have been explained. But even then the intricacies of semantics would have been stretched to reasonably explain three different presentations of previously prescribed medicines. As it was, he departed amid much waving of arms, disillusioned with my service and convinced of my homicidal intentions.

I had patently failed in my responsibilities as a pharmacist to communicate with my patient, but the pharmaceutical industry must also bear some of the blame.

In order to protect their own commercial interests, manufacturers often market the same drugs in different countries with different presentations. Re-packaging often occurs, as with Zantac, which could confuse the most intelligent of patients.

We do, however, live with the ideal of an open European market, and the free movement of goods and people is becoming a reality. The pharmaceutical industry should now accept this reality and put the patient's safety first by rationalising all their products to a uniformity of presentation which is acceptable wherever they are dispensed within the EC.

Xrayser

Topical REFLECTIONS

Scriptspecials

Controlled release Epilim formulation

Epilim Chrono is a new controlled release formulation of Epilim (sodium valproate).

Sanofi Winthrop say the new formulation has the same bio-availability and efficacy as the conventional tablets, but there is less variation in drug levels at steady state.

Epilim Chrono is given twice daily and tablets must be swallowed whole.

In adults, dosage should start at 600mg daily, increasing by 200mg at three-day intervals until control is achieved. This is generally in the range of 1,000mg to 2,000mg daily. If adequate control is not achieved at these dosages, they may be increased to a maximum of 2,500mg daily.

In children over 20kg, the initial dosage should be 400mg daily, irrespective of weight, with spaced increases until control is achieved. The maximum daily dose is 35mg/kg body weight.

Patients controlled on Epilim Chrono formulation can be changed to other Epilim conventional or modified release products on an equivalent daily dosage basis.

Epilim Chrono tablets are hygroscopic and must be kept in their foil until taken. They are packed in foil, in cartons of 100, and are available in three strengths: 200mg (£7.70); 300mg (£11.55) and 500mg (£19.25). **Sanofi Winthrop Ltd. Tel: 0483 505515.**

Skin is protected by crystalline barrier

Kylie Skin Guard is a new skin protector from Kylie Kanga Division of Roche Products Ltd. The protective barrier foam, unlike traditional barrier creams, does not contain oils, grease or lanolin and is completely non-occlusive.

Kylie Skin Guard works by forming an invisible liquid crystalline barrier in the outer layer. This is said to actively repel natural and chemical irritants, so preventing penetration of the skin by products which can cause allergic reactions and skin breakdown.

Kylie Skin Guard protects against bleach, nickel, horticultural fertilisers, detergents, urine and faeces, wound exudate and adhesive dressings for wound

care or stoma bags. The product is not removed by frequent washing, scrubbing or constant moisture, and the barrier lasts between four and six hours. It does not transfer to clothing, bed linen, appliances or surgical dressings, says the company.

Kylie Skin Guard should not be used in conjunction with transdermal patches as the barrier will prevent the absorption of active ingredients.

An amount of foam the size of a walnut is sufficient to protect a pair of hands or an area 30cm x 30cm. A 100ml container, with a recommended retail price of £14.20, provides approximately 150 applications. **Kylie Kanga Division, Roche Products Ltd. Tel: 0707 366000.**



The Monitor bulk-packed generic range

Top drugs in bulk packs

Monitor Pharmaceuticals have launched a bulk-packed generic range of the 19 drugs most commonly used in monitored dosage systems.

The company says the filling of monitored dosage systems is becoming increasingly time consuming as more products are blister-packed. By supplying in bulk, Monitor aims to make this task more efficient, saving time and money.

Initially the company will supply the following generics: amoxycillin capsules (250mg); atenolol tablets (50mg, 100mg); azathioprine tablets; cimetidine tablets (200mg, 400mg, 800mg);

diclofenac tablets (25mg, 50mg); dihydrocodeine tablets; diltiazem tablets; dothiepin tablets; isosorbide mononitrate tablets; naproxen tablets; nifedipine capsules (5mg, 10mg); and tamoxifen tablets (10mg, 20mg, 40mg).

But the company plans to extend the range and welcomes recommendations from pharmacists of products they require bulk-packed.

Monitor's products, sourced from UK generic manufacturers, are not significantly cheaper than the blister packs. **Monitor Pharmaceuticals. Tel: 061-406 7177.**

Motilium indications

The prokinetic Motilium is now licensed for the treatment of the symptoms of functional dyspepsia. The recommended dose for adults for this indication is: tablets up to 10-20mg orally 3-4 times daily before meals and at night depending on clinical response. A course of treatment should not exceed 12 weeks. **Sanofi-Winthrop Ltd. Tel: 0483 505515.**

Sprilon acquired

Perstop Pharma has acquired Sprilon, the silicone-zinc oxide barrier spray which protects intact skin, from Kabi Pharmacia. The CFC-free aerosol formulation produces a white, durable, water-repellant film which adheres to the skin surface. It provides effective barrier protection while allowing normal transepidermal water loss.

Sprilon is available on FP10 with a trade price of £3.71 for a 115g canister, sufficient for 140 applications. **Perstop Pharma Ltd. Tel: 0256 477868.**

Novofine needles

Novofine pen needles are now available in boxes of 25 at a retail price of £2.50. Novo Nordisk say the new size has been introduced to help people with diabetes spread the cost of their needles. The 100 needle packs are still available at the current price of £9.80. **Novo Nordisk Pharmaceuticals Ltd. Tel: 0293 613555.**

Paediatric Volumatic

A Paediatric Volumatic pack is now available from Allen & Hanburys containing a Volumatic spacer device and a specially designed children's face mask (£4.00). The company recommend using the device to administer their inhaled

therapies to infants and very young children. **Allen & Hanburys. Tel: 081-990 9888.**

Eporex number

Cilag Biotech say there has been some confusion over the Eprex direct order line telephone number. Supplies of Eprex, can be obtained direct from **Cilag Biotech. Tel: 0494 564022.**

Drug Tariff deletion

Dansac Combi D+A 38mm Opaque Pouch has been deleted from the Drug Tariff with effect from September 1. Cambmac stress that it is only the 38mm size which is being withdrawn and not the whole range. **Cambmac Instruments Ltd. Tel: 0223 441144.**

Kinidin Durules

Astra say the text on the 28-tablet pack of Kinidin Durules states that each tablet contains 213.5mg of

quinidine bisulphate. But this refers to the quantity of anhydrous quinidine bisulphate present in each tablet, equivalent to 250mg of the hydrated form of the drug. Both correspond to 200mg quinidine sulphate BP. Astra stress there has been no change to the formulation of Kinidin Durules. **Astra Pharmaceuticals. Tel: 0923 266191.**

Roussel products

Roussel have been advised by some of its major wholesalers that, as a result of the announcement to cut prices by 2.5 per cent, they will not be placing orders with Roussel until October 1. Pharmacists may experience difficulties in obtaining Roussel products during this period. Roussel have set up a freephone service to their distributors, Dristiphar UK, which will come into effect on September 27 and continue until October 15. **Freephone: 0800 318848.**

Expression makes a big impression

£2million

ADVERTISING SPEND STARTS OCTOBER '93



EXPRESSION

Expression is a new semi-permanent colourant from Laboratoires Garnier, Paris.

- Expression gives radiant colour, adds extra shine and washes out in 6-8 shampoos. It contains neither ammonia nor peroxide. It is young, chic and modern.
- Expression has already made a great impression across Europe – the average market share across five launch nations is 26% within one year of launch.
- The impression amongst euro-consumers is second to none, with an average satisfaction level of 82%, and 86% intention to repeat purchase.
- Expression makes the biggest impression amongst new users who previously never used a colourant. In France 73% of Expression users are new users. This high level of recruitment is expected to be repeated in the UK, thus growing the market.
- Expression will make a massive impression on TV with a new style of advertising for the colourant market – fun, lively, vibrant, upbeat. The launch of Expression onto the UK market is supported with an advertising spend of £2 million in the first 12 months starting October 1993.

Expression is sure to make a big impression in your store.



FORMULATED AND CONTROLLED BY LABORATOIRES GARNIER • PARIS

LABORATOIRES GARNIER PARIS

LABORATOIRES

Terbinafine is better for feet

A one-week course of terbinafine 1 per cent cream is significantly more effective at treating athlete's foot (*Tinea pedis*) than a four-week course of clotrimazole 1 per cent cream, concludes a study in the *British Medical Journal* (September 11, 1993).

The randomised, double-blind trial was carried out on 256 patients with the condition. Patients were randomised to receive terbinafine 1 per cent cream applied twice daily for one

week followed by three weeks of inert cream therapy or clotrimazole 1 per cent cream twice daily for four weeks.

At the end of the four-week trial, rates of mycological cure were 93.5 per cent for terbinafine and 73.1 per cent for clotrimazole, and at week six 97.2 per cent for terbinafine and 83.7 per cent for clotrimazole.

Rates of effective treatment at week four were 89.7 per cent for terbinafine and 58.7 per

cent for clotrimazole, and 89.7 per cent for terbinafine and 73.1 per cent for clotrimazole at week six.

Both treatments were well tolerated, with only minor transient side-effects such as itching and redness reported in a few patients.

The authors attribute the superiority of terbinafine to its fungicidal mode of action, whereas clotrimazole is primarily fungistatic.

Support for Efamast in mastalgia

There is firm evidence to support the use of gammalinolenic acid (GLA) in the treatment of women with severe mastalgia, concludes a review article in *The Breast*.

According to the author of the review, Dr C. Gateley, women with breast pain have abnormal ratios of unsaturated to saturated fatty acids, which appear to be due to an underlying abnormality in lipid metabolism.

Low levels of unsaturated fatty acids affect the composition of cell membranes and also reduce levels of prostaglandin E1. This can cause the breast tissues in women with mastalgia to become sensitive to normal levels of circulating hormones and prolactin, exacerbated by a high intake of saturated fat in the diet.

Evening primrose oil, a rich source of GLA, has been found to be as effective as bromocriptine or danazol but has a much lower incidence of side-effects.

Efamast is the only gammalinolenic acid product licensed for the treatment of mastalgia, and is now the recommended first-line agent for women with cyclical breast pain where lifestyle is affected.

'Problem drugs'

Health Action International (HAI), an international network of consumer and health organisations, has launched an updated version of "Problem Drugs".

The latest pack contains detailed information on the "problem drugs" currently being marketed and recommendations for rational treatments. A range of drugs and pharmaceutical companies are criticised in the publication.

HAI also recommends that products withdrawn for safety reasons in one country should be withdrawn in all countries.

Zimovane helps in benzodiazepine withdrawal

Using Zimovane to withdraw patients from benzodiazepines has benefits, according to Professor Colin Shapiro, professor of psychiatry at the Sleep Disorder Clinic, University of Toronto.

Professor Shapiro, who presented his work at the British Sleep Society's annual conference, held last week in Dublin, switched patients from benzodiazepines to zopiclone for one month and then withdrew therapy.

Of the 134 patients who were treated with this method, 81 remained off benzodiazepines.

Many patients showed a clear improvement after three weeks but, according to the professor, some patients require at least two months' treatment before the sleep pattern becomes re-established.

He believes Zimovane is the only treatment that returns sleep architecture to normal.

Professor Shapiro says some GPs are overprescribing benzodiazepines while others are underprescribing, and each is a big mistake: "There is a place for treating insomnia with drugs, but *ad finitum* therapy is not helpful."

Routinely

Simple constipation and other simple bowel irregularities are such a routine part of your workload, you need a treatment you can turn to regularly and routinely.

Turn to Fybogel Orange, routinely.

Fybogel Pharmacy Prescribing Information Indications: Conditions requiring a high-fibre regimen, eg relief of constipation and maintenance of regularity. **Dosage and Administration:** (To be taken in water) Adults and children over 12: One sachet morning and evening. Children 6-12 years: Half to one level 5ml spoonful depending on age and size, morning and evening. Children under 6 years: To be taken only on medical advice. **Contra-indications, Warning, etc.:** Fybogel is contra-indicated in cases

Fybogel Orange

Ispaghula Husk BP

Regular as clockwork

Ⓛ Reckitt & Colman Products Limited

of intestinal obstruction and colonic atony. Each sachet contains 3.5g Ispaghula husk BP and also contains aspartame. **Legal Category:** GSL. **RSP Price:** At Jan '93 10 Sachets £1.25. **PL No.:** Fybogel 0044/0041. Fybogel Orange 0044/0068. Reckitt & Colman Products Ltd, Hull, HU8 7DS, from whom further information is available. Fybogel, Fybogel Orange, and the sword and circle are trademarks of Reckitt & Colman Products Ltd. Date of preparation: 13/07/1993.

THE CRÈME DE LA CRÈME



Ever since it was introduced over 40 years ago, Cream E45 has been dominating other therapeutic moisturisers.

At this time, it has about 80% of this market, both in units sold and sterling value.¹ And its rate of sale is 6 times that of the nearest competitor.²

It's not just the dry skin market, either. The sales of Cream E45 put it in the top 10 of all pharmacy OTC brands, regardless of product category.³

So to all our competitors, hard luck. And to all the pharmacists who support Cream E45, merci beaucoup.



E 4 5 D E R M A T O L O G I C A L S K I N C A R E

Counterpoints

Vantage and Cow & Gate baby bonus

In an initiative to support baby care products through independent pharmacies, AAH's Vantage symbol group and Cow & Gate have teamed up for a national consumer promotion.

The Baby Bonus scheme is claimed to be the first of its kind. The promotion, which will run until January 31, 1994, is based on a token collection scheme and will offer customers the opportunity to qualify for money off vouchers.

During the period, customers purchasing the Cow & Gate and Vantage promotional lines will get a leaflet with full details of the scheme from participating pharmacies. The leaflet will be stamped by the pharmacy every time the customer makes a purchase of three promotional baby care products.

Consumers will receive

24 money-off vouchers worth over £11 on collecting 10 stamps redeemable against products ranging from Vantage Ultra nappies to Cow & Gate Olvarit meals and drinks.

"Vantage members can take advantage of a sell-in discount deal on Vantage Ultra nappies while benefitting from the

longer term bonuses of this traffic building initiative," says AAH retail development manager Darren Kirton.

Peter Starkie, national account manager at Cow & Gate, says the scheme reflects the company's commitment to the independent pharmacy sector. **AAH. Tel: 0928 717070.**

Vichy focus on eyes

Vichy are promoting their eye care products with special offers until the end of October.

Designed to highlight their new Optilia eyecare cream, the promotion features a pre-packed merchandiser holding six Eye Make-up Remover lotion, four Restructure eye contour gel and four Optilia. During the

promotional period, the Eye Make-up Remover is reduced in price to £5 and Restructure to £11.50.

Also on special offer are the company's relaunched Gentle Cleansing milks and Refreshing toners. Both will retail at £4.50.

Regenium is on offer at £13.50 until the end of October. **Cosmetique Active. Tel: 0235 526747.**



Konica's mini zoom

Konica are introducing what they claim is the world's smallest 2 x zoom compact camera at the end of this month, the BigMini Zoom BM-510Z.

It is 118.5mm long, 65.5mm high and weighs 235g. Features include an auto-variable flash unit with red-eye reduction.

It is DX coded and has been designed to reduce flashlight intensity to prevent over-exposure with high speed films. It comes with a carry case and will retail at £199.99. **Konica. Tel: 081-751 6121.**

Baby deals

Cannon Babysafe have reduced the price of their Avent Six Bottle Steam Steriliser by £2 to £33. The sterilisers will carry an oversticker on-pack for shelf impact, as well as highlighting the two free 8oz bottles included. **Cannon Babysafe Ltd. Tel: 0787 280191.**

Snappy offers

Kodak are running offers on films and batteries from October. Customers buying a 24-exposure 35mm Kodak Gold II 200 film twinpack (£7.38) will receive a free Kodak HS E180 3-hour video tape (£3.09).

Two merchandisers are

available. The floor-standing version carries 48 promotional packs and the counter version holds 10 packs.

Two free Kodak Xtralife KAA batteries will be given when consumers buy a pack of four. **Kodak. Tel: 0442 61122.**

Scholl relaunch footcare remedies

Scholl are relaunching the remedies section of their footcare range as the Cure range this month.

The packaging has been redesigned with colour coding to assess the problem areas: grey — corns and callouses, brown — bunions, blue — toes, burgundy — arch problems and green — sore spots.

Each package has been redesigned to make product choice simpler for the consumer, with an illustration of the product

in use and a description of its main benefits. Some variants will now have simpler names too, for example Extra Soft Felt Pads — Bunions will now be known as Bunion Cushions.

Scholl have developed a product key guide for pharmacists which includes explanations of the colour coding and new names. These can be obtained from representatives or from Scholl. **Scholl. Tel: 0582 482929.**



AAH go with £0.75m magazine campaign

Vantage are to launch a £0.75m full-colour national advertising campaign at the end of September in women's magazines.

Each of the three adverts will feature a look at the daily lives of three celebrities who laud their local pharmacy and the service they get, together with the Vantage products on sale. Judith Chalmers, Karl Howman from Brushstrokes, and Linda Robson from Birds of a Feather will star in the Vantage adverts, in two

three-month bursts — September through to November and February to April next year.

Darren Kirton, retail development manager at AAH, says the advertising budget has gone up by £250,000 a year for the last three years. The Vantage membership fee went up from £145 to £200 from May 1 largely to fund increased advertising which, he says, will link with the October 1 push on low-price Vantage Ultra nappies (see p477). **AAH Ltd. Tel: 0928 717070.**



**YOU
CAN'T
HIT PAIN
MUCH
HARDER**

PARAMOL Tablets are a different type of pain reliever. Their unique combination of 500 mg paracetamol with 7.46 mg dihydrocodeine makes them one of the most effective analgesics that can be sold over the counter.

And because this is the first time that dihydrocodeine has been available without a prescription, it means you can offer your customers a different way to fight pain, when they find simple analgesics inadequate.

Make sure you're stocking and recommending PARAMOL Tablets to your customers. Because now you really have got the power to hit back at pain.



Available only from pharmacies.

DIHYDROCODEINE & PARACETAMOL

PARAMOL[®]
TABLETS

The Power You've Always Needed

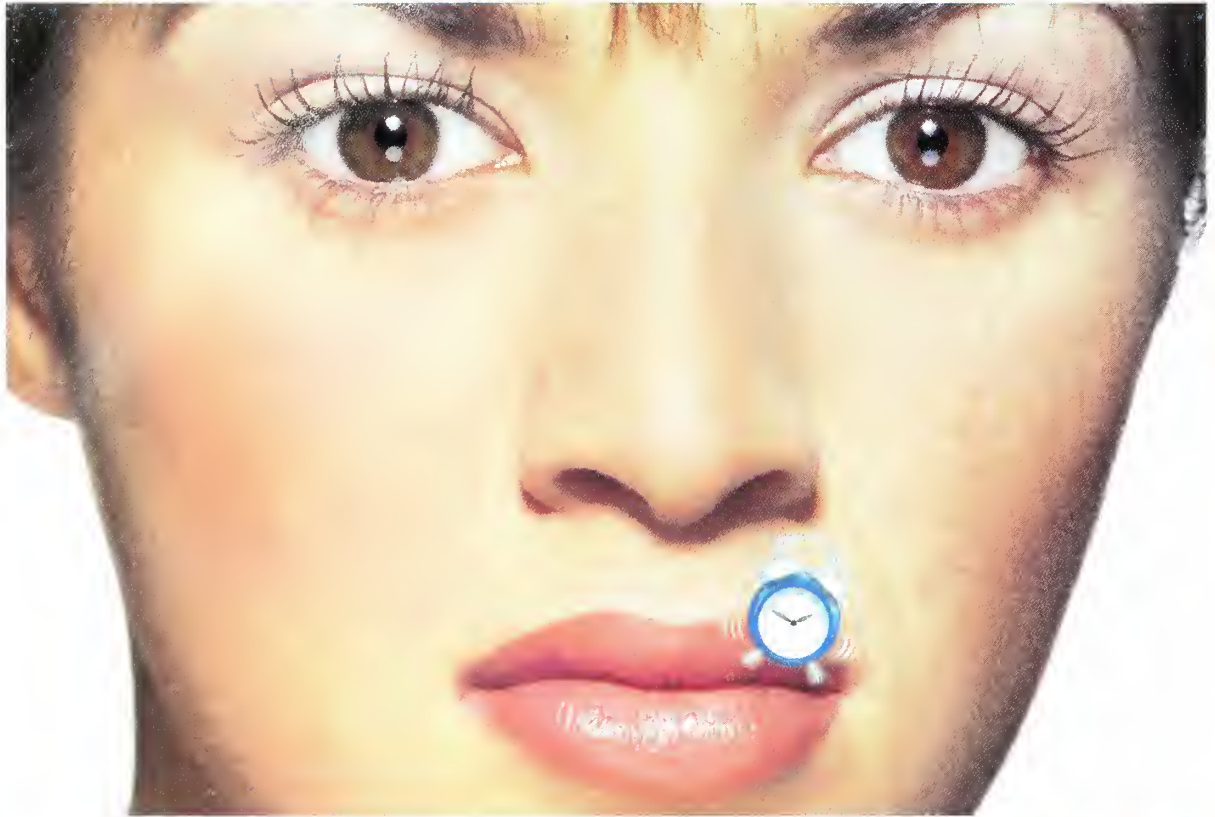
Consumer Products Division,
Napp Laboratories Limited, Cambridge Science Park,
Milton Road, Cambridge CB4 4GW.
Tel: 0223 424444.



Abbreviated Product Information. Presentation: Each white tablet engraved PARAMOL contains 500 mg paracetamol BP and 7.46 mg dihydrocodeine tartrate BP. **Indications:** For the relief of headache, migraine, feverish conditions, period pains, toothache and other dental pain, backache and other muscular aches and pains. **Dosage and Administration:** PARAMOL should, if possible, be taken during or after meals. *Adults and children over 12 years:* 1 or 2 tablets every four to six hours. Do not exceed 8 tablets in any 24 hour period. *Children under 12 years:* Not recommended. **Contra-indications, Warnings, etc:** *Contra-indications:* Respiratory depression, obstructive airways disease. *Precautions:* Dihydrocodeine may induce the release of histamine, therefore caution should be exercised before dispensing PARAMOL Tablets to asthmatic patients, or patients with allergic disorders. *Use in pregnancy and lactation:* There is no or inadequate evidence of safety in human pregnancy but the drug constituents have been used for many years without apparent ill consequence. *Side-Effects:* Side-effects are rare in therapeutic doses. Constipation, if it occurs, is readily treated with a mild laxative. **Legal Category:** P. **Package Quantities and Price:** £2.19 for pack of 12 tablets. **Product Licence Number:** PL 0337/0190. **Product Licence Holder:** Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. UK. Tel. 0223 424444. Member of Napp Pharmaceutical Group. Further information is available from Napp Laboratories Limited. Date of Preparation: 11.5.93. ©PARAMOL and the NAPP device are Registered Trade Marks. ©Napp Laboratories Limited 1993.

COLD SORES?

A MAJOR BREAKTHROUGH



Treating the tingle can prevent a cold sore



ZOVIRAX COLD SORE CREAM® Acyclovir. Essential information. **Presentation** 5% w/w acyclovir in water miscible cream base. **Uses** Cold Sore treatment **Dosage and administration** Apply 5 times a day for 5 days. It is important to start treatment as early as possible after the start of an infection, ideally during the tingle phase. If healing has not occurred, treatment may be continued for up to an additional 5 days. **Contra-indications, warnings, etc.** **Contra-indications:** Zovirax Cold Sore Cream is contra-indicated in patients known to be hypersensitive to acyclovir or propylene glycol. **Precautions:** Zovirax Cold Sore Cream should only be used on cold sores on the lips and face. Do not apply inside the mouth or in the eye.

LIFT OFF!

THE MAJOR BREAKTHROUGH FOR COLD SORE SUFFERERS

The POM to P Launch of the decade

Z Lift off – for a massive new pharmacy market
There are 12 million cold sore sufferers – 9.5m currently do not use an OTC product

Z Lift off – for massive, national multi-media advertising
£4.5 million spent across national TV, daily press, women's monthlies and weeklies plus full P.R. activities

Z Lift off – for success – high value product, high value returns
Contact us today for Discount Terms, Counter Units, Patient Leaflets and exciting P.O.S. material

Customer Services Dept, Crewe Hall, Crewe. Tel: 0270 583151



ZOVIRAX®

COLD SORE CREAM

Early use can prevent a cold sore

Do not use for herpes infections of the eye or the genital area. Do not use if the patient is under the care of a doctor because of a weak immune system. Side- and adverse-effects: Transient burning or stinging may follow application. Mild drying or flaking of the skin has occurred in about 5% of patients. Erythema, itching and contact dermatitis has been reported rarely following application. **Retail Selling Price** – subject to Retail Price Maintenance: 2g tube – £4.99 (PL 3/0304) **Legal category** P. Further information available on request: Wellcome Medical Division, The Wellcome Foundation Limited Crewe Hall, Crewe, Cheshire. Date of preparation: 13/5/93 © Trade Mark



Karvol relieves children's nasal congestion and allows them to breathe easily throughout the night. And there's no need to wake them because with Karvol there's nothing to swallow or rub onto a child's chest.

Simply dab the pre-measured capsule on a handkerchief tied to the cot, and the vapours of pine, menthol and

cinnamon effectively relieve blocked noses and stuffy colds. That means a good night's sleep for children and their parents – and explains why Karvol is the most recommended nasal decongestant.

So, considering Karvol's gentle efficacy and ease of use, it's a natural recommendation for children. And their parents.

Karvol
Natural vapours to clear
blocked up noses

10
DECONGESTANT CAPSULES
Pine, Cinnamon and Menthol

Easier breathing for an undisturbed night's sleep



PRODUCT INFORMATION: Presentation: 10 capsules containing an oil containing as active ingredients; Levomenthol Ph Eur 35.55mg, Chlorbutol B.P. 2.25mg, Terpineol B.P. 66.6mg, Thymol B.P. 3.15mg, Puroil Pine Oil B.P. 1980 103.05mg, Pine C Sylvestris 9mg. Uses: For the symptomatic relief of nasal congestion and colds in the head. Dosage and Administration: Adults and children over 3 months; carefully sprinkle the contents onto bedding or material, avoiding the possibility of skin contact. Alternatively, add to a pint of hot water and inhale vapour freely. Contra-indications, Warnings, etc.: Karvol should not be used by patients who are sensitive to any of the ingredients. Not recommended for children under 3 months of age. Avoid contact with eyes and prolonged contact with the skin. Do not take internally. Package Quantities: Packs containing 10 or 20 capsules. RSP: Capsules 10s £1.65, Capsules 20s £3.05. Product Licence No: PL 0327/5914. Crookes Healthcare Ltd, Nottingham NG2 3AU.

Piz Buin protects on the slopes

With Summer holidays over, thoughts turn to Winter skiing. Zyma have given their Piz Buin Ski range a new look with improved formulations.

The products feature the Piz Buin triple protection formulation seen in the other sun protection products, including UVB, UVA protection plus vitamin E. The products are waterproof and contain moisturising ingredients to protect skin from the cold and wind.

Products in the Ski range include Cold & Sun SPF4 (£5.50), Glacier cream SPF15 (£5.75) for intense sun and high altitudes, Glacier stick SPF15 (£3.45) for lips, Block cream SPF20 (£5.95), Ski Combi, which incorporates cream and stick and is available in SPF6, 10, 15 and 20 (£5.50). Zyma Healthcare. Tel: 0306 542800.



AAH drop Ultra nappy price to buy share

AAH are recommending that pharmacists drop the price of Ultra nappies from £6.25 to £5.39 from October 1 in order to compete directly with grocers and supermarkets; profit on return will now be 14 per cent.

Darren Kirtton, retail development manager at AAH, says the move will enable pharmacists to take the fight for their share of the nappy and the baby care market to the grocers.

Since Procter & Gamble introduced their Phases disposables 18 months ago Mr Kirtton says the baby market has leached away from pharmacists.

Initially Pampers packs could be found at £6.49 but the grocer price now

seems stable at just under £7.00. C & D understands P&G could seek to de-list any retailer found selling Pampers at below cost price to them. [C&D Price List lists Pampers Junior boy 34s at £7.84 trade.]

"AAH have taken a drop in margin. We're asking Vantage members to do the same," Mr Kirtton says. POR for nappies is usually around 26 per cent.

Mr Kirtton believes pharmacists will accept the reduced Ultra margin on the basis that 14 per cent is better than the POR they may have to take on Pampers in order to compete or the "nothing" they are likely to get if they sell at "full price". AAH. Tel: 0928 717070.

Supplement additions at Unichem

Unichem have added two products to their supplements range. 1,000mg evening primrose oil and 1,000mg cod liver oil capsules are on introductory offer.

There is a 20 per cent off normal trade price of the evening primrose oil at £12.92 for a six-pack and £5.37 for a six pack of cod liver oil.

Unichem are also offering a 15 per cent discount when you buy

any ten cases from their baby range, from cotton buds to nappy bags, and a 40 per cent discount on Unichem Mansize Tissues.

Available until October 30, Mansize Tissues will have an offer price of £9.82 for a pack of 24, enabling pharmacies to offer customers a "buy two boxes of Mansize Tissues and get one free" promotion, says Unichem. Unichem plc. Tel: 081 391 2323.

Fragrant offerings from P&G

Procter & Gamble have introduced a number of additional Christmas gift sets and special offers for their range of fragrances.

Consumers spending £19.95 or more on the Venezia or Roma range can claim a large cosmetic case, shaped like a hat box. If they spend £29.50 or more then a vanity case is the free gift.

A limited edition boxed 15ml Geminisse EDT (£4.95) is available for Christmas. A boxed edition of Blase (25ml £3.49) is also available.

A range of packs are available for Le Jardin and Le Jardin d'Amour. These include 22ml EDT at the special price of £6.50; 10ml EDT at £4.95; a box holding 22ml EDT and 100ml body lotion (£8.95); a gift set comprising 30ml EDT and a silky camisole (£12.95); and 10ml Le Jardin EDT and 10ml Le Jardin d'Amour EDT (£7.95).

For men there is a free flight bag with every purchase from the Hugo Boss range over £26.50 and a free city bag with purchases over £18.

Procter & Gamble (Cosmetics & Fragrances). Tel: 0202 524141.

Revlon polish up nails

Revlon are extending their range of nailcare products with the addition of Colour Lock base coat, top coat, Nail Shield and Nutrigel.

Colour Lock base coat (15ml £6.95) extends nail colour wear and helps protect the nail. Colour Lock top coat (15ml £6.95) seals and protects colour.

Nail Shield (15ml £6.95) strengthens and protects nails. Nutrigel (13ml £8.50) is a fast-drying gel protection treatment.

Revlon. Tel: 071-629 7400.

Rennie gets new campaign

Roche Nicholas are to spend £2.5 million on a new television advertising campaign for Rennie.

The first advertisement, featuring a woman suffering indigestion while moving house, is timed to co-incide with an anticipated increase in house moving this Autumn, while the second, featuring a football match, is timed to start as the football season heats up. Roche Nicholas Consumer Healthcare. Tel: 0707 328128.

Fuji extravaganza

Fujifilm users stand to benefit in a number of ways with the company's new promotions.

Autumn brings a three for two offer on 24-exposure 200 ISO Fujicolor Super G film which is backed by a television campaign in September. A

header-carded pack is now available along with a free standing merchandiser and counter display stand.

Customers buying single-carded packs of Fujicolor Super G 100, 200 and 400 ISO films will receive an application form to get a "Fuji Holidays

Savers" voucher. This entitles consumers to save up to £200 when they book a two week holiday for two with one of several long-haul operators. Alternatively they can save £100 on a two week holiday. The closing date for applications is June 30 1994.

Maglite torches are on special offer when five rolls of Fujichrome process-paid 35mm film are bought from the start of October. Customers can buy the torch for £5.99 instead of the normal retail price of £12. Fuji Photo Film. Tel: 071-586 5900.

Taking out the stain

Beckmann have added a new stain removal product to their range.

Beckmann Ultra is a spot stain remover which acts in conjunction with normal washing powders to break down stubborn

and old stains.

It is rubbed in, using a brush top applicator, at least 10 minutes before washing.

It will cost £2.35 for a 250ml bottle. Dendron Ltd. Tel: 0923 229251.



WHEN IT COMES TO PROFITS THIS WILL HELP YOU BREATHE EASIER.



Lemsip, the leading hot drinks range for cold relief, goes from strength to strength:

The core hot lemon and hot blackcurrant drinks have improved formulations and are now even better tasting than before. There are also fresh new pack designs.

And there's a new exciting hot drink for this winter... Lemsip Menthol Extra is the first real innovation in this

marketplace for many years. It is unique; a hot lemon drink with added menthol vapours. That means added value for your consumers and added profits for you.

The Lemsip brand will have massive national TV spend of £4 million supported by a full PR programme.

That way it should get right up the competition's nose. **RECKITT & COLMAN** PRODUCT

Hairpin with a twist from Jackel

For women fed up struggling with pins and grips to achieve elegant hairstyles, Jackel have come up with the Hair Scroo.

It is shaped like a corkscrew and literally screws into the hair, and holds chignons, buns, French pleats and ponytails without damaging the hair or causing tension to the scalp.

The Hair Scroo was designed by a South African hairdresser, it retails at £2.99 for a pack of two, and is available in nine colours. An information leaflet explaining how to achieve the different hair styles comes with the pack.

For retailers, compact counter stands are available from £91.80. Videos demonstrating how to use the product are available on loan to retailers. **Jackel International. Tel: 091-250 1864.**



Buf beauty lasts a lifetime

3M Healthcare are supporting the relaunch of Buf-Puf with a "Lifetime of Beauty" campaign to promote the products to all ages.

In-pack consumer leaflets for the campaign are present in Buf-Puf sponges. A sampling programme takes place in November.

The campaign is being supported with women's Press advertising starting this week and running until the end of November. Pharmacists can obtain copies of the leaflet and a dispenser by contacting their local 3M representative. **3M Healthcare. Tel: 0509 611611.**

Superted day book

An educational colour activity book *A Day in the Life of Superted* has been produced by Ferrosan Healthcare to coincide with the screening of a new BBC cartoon series.

The booklet looks at nutrition and exercise and each section has a game or activity. It is available as part of a reader offer in the parent and regional Press.

A 20 per cent extra fill is being offered on packs of Superted until the end of October. **Ferrosan Healthcare. Tel: 0932 336366.**

Hosiery offer

AAH are offering free stock on 33 variants of their own-brand children's hosiery range.

Until the end of this month, members who order two packs of hosiery will get one pack free.

Lines on offer are: Opaque Fine Gauge (double pack), Ribbed Fine Gauge (double pack), Cotton Comfort and Superwarm to fit ages six months to seven years.

Pos material is available to support the promotion. **AAH Pharmaceuticals. Tel: 0928 717070.**

On TV Next Week

| | | |
|--------------------------------|----------------|------------------------|
| GTV Grampian | C4 Channel 4 | STV Scotland (central) |
| B Border | U Ulster | Y Yorkshire |
| BSkyB British Sky Broadcasting | G Granada | HTV Wales & West |
| C Central | A Anglia | M Meridian |
| CTV Channel Islands | CAR Carlton | TT Tyne Tees |
| LWT London Weekend Television | GMTV Breakfast | W Westcountry |

| | |
|-------------------------------------|---|
| Aquafresh: | All areas |
| Askit: | GTV, S |
| Aspro Clear: | L, C, A, M, HTV, U |
| Colgate Total: | All areas |
| Lil-lets: | C, A, LWT, CAR, BskyB |
| Nicorette: | All areas except HTV, CTV, GMTV |
| Nicotinell patch: | All areas |
| Nivea Visage: | GTV, STV, Y, C, HTV, W, M, TT |
| Nytol: | G, TT, Y |
| Palmolive 2 in 1: | All areas |
| Peaudouce: | C4, GMTV |
| Radian-B: | G, Y, C |
| Rap-eze: | All areas except CTV |
| Remegel: | All areas except GMTV |
| Rennie: | All areas except U, W, CAR, GMTV, BskyB |
| Sensodyne: | GTV, U, STV, B, C, HIV |
| Setlers: | All areas |
| Setlers Tums: | All areas |
| Slim-Fast: | All areas |
| Solpadeine: | All areas except U, CTV, TTV |
| Synergie: | All areas except GMTV |
| Wrigley's Extra & Orbit: | All areas |
| Zovirax: | G, M |

A pearl of an offer

Carter-Wallace are undertaking further promotion on their Pearl Drops Smokers 1+1 range.

Since its launch eight months ago, the Smokers 1+1 Mouthwash has gained a 2.6 brand share of the smokers' oral hygiene market, according to the company.

To capitalise on this a 25ml trial size tube of Smokers 1+1 toothpaste will come free with every 250ml bottle of

mouthwash sold. The offer begins in leading multiples in September and in independents from October.

From November an extra 20 per cent will be added to the Smokers 1+1 Stain Remover and Toothpolish.

The Pearl Drops television advertising campaign will be on the air again in selected areas until the end of October. **Carter-Wallace. Tel: 0303 850661.**

Easy breathing

Robinson Healthcare are supporting Easy Breathers herbal inhalant tissues with a radio and Press campaign.

The campaign begins at the end of the month and will run throughout Winter, targeting women

over the age of 25.

Advertising will appear in the women's Press and on national radio. A separate campaign will run on London's tubes and taxis. **Robinson Healthcare. Tel: 0246 220022.**

Collumbine bath and beauty

A new range of bath and beauty products are now available from Collumbine & Ross in three fragrances — Freesia Bouquet, Hibiscus Bouquet and Coral Reef. None of the products are tested on animals.

The range includes an "anti-stress soak" (30g £0.90), moisturising soap (30g £0.75, 100g £1.75), bath and shower gel (30ml £0.75, 250ml £4.50), body lotion (30ml £0.75, 200ml £4.50), body talc (100g £3.25), and shampoo (30ml £0.75). The range can also be bought in a handy travel kit (£6.95).

A new pot pourri mix (£5.95) with star fish, shells and fibre flowers complements the range. **Collumbine & Ross. Tel: 0324 558505.**

Relaunch for Tunes and Locketts

Mars are introducing Blackcurrant and Honey Locketts, which will reinforce their relaunch of the Tunes and Locketts ranges which will feature sharper packaging.

Mars say the relaunch is perfectly timed for

retailers just before sales of medicated confectionery begin to hit their peak. The company says that sales of medicated confectionery treble during the Autumn and Winter months.

Blackcurrant and Honey

Locketts will be promoted in a special TV advertisement to be screened during November and December, part of a £3 million advertising spend for Tunes and Locketts in 1993. **Mars Ltd. Tel: 0753 550055.**

*Now show
a TV ne*



£2m Blockbuster Campaign

NICORETTE

Helps you through the hard times

 Kabi Pharm

Twining on near you!



NEW film.

Nicorette, Masters of Nicotine Reduction Therapies are back on national TV, with a massive £2 million campaign.

Smokers are going to be seeing a lot of it. So you'll be seeing a lot of them.

And with Nicorette you have the range to help them through the hard times of giving up.

NEW style.

Not only the best known patch, which has a special three day starter pack, but also the big selling Nicorette gum.

Giving them more ways to master their addiction, and you a £2 million incentive to make Nicorette, Masters of Nicotine Reduction Therapies, your No.1 recommendation.

NEW sales.

NICORETTE®

MASTERS OF NICOTINE REDUCTION THERAPIES

Kabi Pharmacia Ltd., Davy Avenue, Knowlhill, Milton Keynes MK5 8PH.

Help to meet education targets

The Centre for Pharmacy Postgraduate Education is giving pharmacists an incentive to complete its distance learning courses.

Pharmacists who return the completed multiple choice questionnaires will receive proof of study time, which will count towards the Royal Pharmaceutical Society's recommended 30-hour continuing education requirement. Most distance learning packs represent between eight to 12 hours of study time.

Dr Lindsey Gilroy, assistant director for open and distance learning, told *C&D* that although the continuing education requirement is not compulsory, she thought that giving pharmacists this record of completion would help encourage more to finish the course. At present only 10-20 per cent of those requesting the courses return the questionnaires for marking.

Community pharmacists attending CPPE workshops can obtain a record of attendance from the local tutor, showing the number of study hours involved.

The CPPE Autumn workshop programme has attracted almost 6,000 bookings from community pharmacists, more than at this time last year. The total number of workshop places filled last year was 10,000, but more than 1,000 pharmacists could not obtain a place. This year the number of places has been increased and waiting lists reduced.

Jennifer Archer, assistant director for direct learning, says: "By increasing the workshops offered and looking carefully at locations, we are coming closer to meeting the need and demand."

Buoyant mood at Chemex

While attendance at Chemex 1993 remained reasonably static compared to last year, those who did make the trip to Wembley came prepared to place orders, according to Hugh Robinson of organisers MGB Exhibitions.

A number of manufacturers branded this year's show their best ever, including Pharmadass and computing company Hadley Hutt, who took more orders this

year than in the last two put together.

Other success stories included first time exhibitors Agfa who left with an order for an £84,000 mini lab, and G.B. Products who opened 40 new accounts on the Sunday alone.

Thermos described the exhibition as an excellent show and said that those present were "purposeful buyers".



Caroline Black was one of 200 winners of a unique *C&D* vintage at Chemex. She receives her bottle of wine from Editor John Skelton



Collection 2000 ran a prize draw for 2000 Air Miles and the winner, drawn out by the team at 6pm on the Sunday, was Miss S. Elton of 52 Brock Road, Plaistow, London. National accounts manager Steve Oates said they had opened a record number of new accounts on Chemex Sunday, and by Monday night hoped to have added another 40 plus. A range of new display stands were on show for the first time at the exhibition including a lips and nails rotator. A new Powder Creme foundation was also on view. Typically associated with the prestige market, the product will retail at £1.79. With pharmacists looking to reduce their stock holding in many areas, Collection 2000 can provide a stand from just under £500 giving a trade margin of 40 per cent, Mr Oates pointed out.

Pharma Nord add trio

Pharma Nord, the Scandinavian vitamin and mineral supplement manufacturer, used this year's Chemex to launch three products. This brings to 12 the number in their portfolio.

The new products are Bio-Biloba tablets, containing extract of ginkgo biloba; Bio-C-Vitamin, offering 750mg vitamin C per tablet; and Bio-E-Vitamin capsules, offering 350mg d-alpha-tocopherol corresponding to 525IU of vitamin E.

Bio-Biloba comes in two sizes 60 tablets (£19.50) and 150 tablets (£37.50). Bio-C-Vitamin comes in packs of 120 tablets (£9.95) and Bio-E-Vitamin is available in packs of 60 capsules (£9.95).

Speaking at the launch, Ben Henriksen, Pharma Nord UK managing director, said the new products were a natural extension to the company's range. They had been tested marketed in Denmark with "outstanding results" following two years of research and development.

Pharmacists influence medicine choice

Pharmacists play a major part in helping consumers decide what medicines to buy, a study has found.

A telephone survey of 1,000 households found that 87 per cent of respondents regarded pharmacists as an important influence on their choice of medication. Slightly more (91 per cent) thought recommendations from a GP or nurse was an important influence, while 89 per cent said that previous experience of a brand was an important factor in their choice.

Health professionals were seen as having more influence than advertising or price.

Most households recognised the need to keep medicines out of the reach of children. Two-thirds said they had a cupboard or cabinet which was used solely for storing medicines in the home.

Almost nine in ten had some security for their medicine store.

The survey, commissioned by the Wellcome Foundation on behalf of Actifed, found that simple analgesics were the most widely stocked medicines (nine in ten households), followed by antiseptic creams (eight out of ten). Cough and cold remedies were present in half of all households, and these were more likely than other medicines to be bought on a seasonal basis.

More than nine in ten were aware that medicines have an expiry date on them.

To encourage more people to keep medicines securely, Wellcome will be launching a consumer offer of a medicine cabinet at the beginning of October.

Head turning debut

Making their debut at Chemex were hair accessories company Buch & Deichman.

The company started selling into independent pharmacies in June this year and were hoping to increase distribution at the show.

On display was the new Autumn/Winter collection of hair slides, featuring new shapes,

colours and materials. A special deal at Chemex to encourage new stockists was the offer of 10 per cent extra free stock with orders placed.

The secret to successful selling of the new range was in good merchandising, said director Jonathon Simpson, since most purchases were made on impulse.

- Palmolive 2 in 1 -

A LAUNCH SO BIG ARCHIMEDES WOULD HAVE BEEN PROUD

Many great discoveries have emanated from the bathroom but few can compare with the launch of our new 2 in 1 bath and shower products, uniquely formulated to moisturise and condition as they clean.

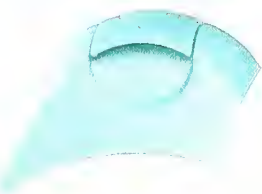
It's one of the most technically advanced ranges the buoyant toiletries market has seen in 2,000 years.

Available in a variety of pH balanced skin types, Palmolive 2 in 1 is the brand that's right for all the family.

And with a £3 million TV campaign plus 6 million door-to-door samples, it doesn't take a mathematical genius to recognise the potential it will have for your store.



Skin care you can feel



Palmolive



2 in 1
NORMAL SKIN

Palmolive

& CREME

2 in 1
SENSITIVE SKIN



olive



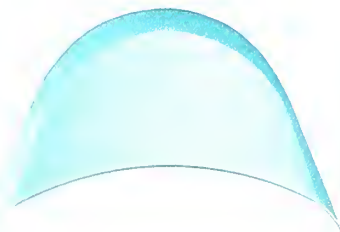
in 1
DRY SKIN



mo

CR

2 in 1
SENSITIVE SKIN



Palmolive

& CREME

2 in 1
NORMAL SKIN

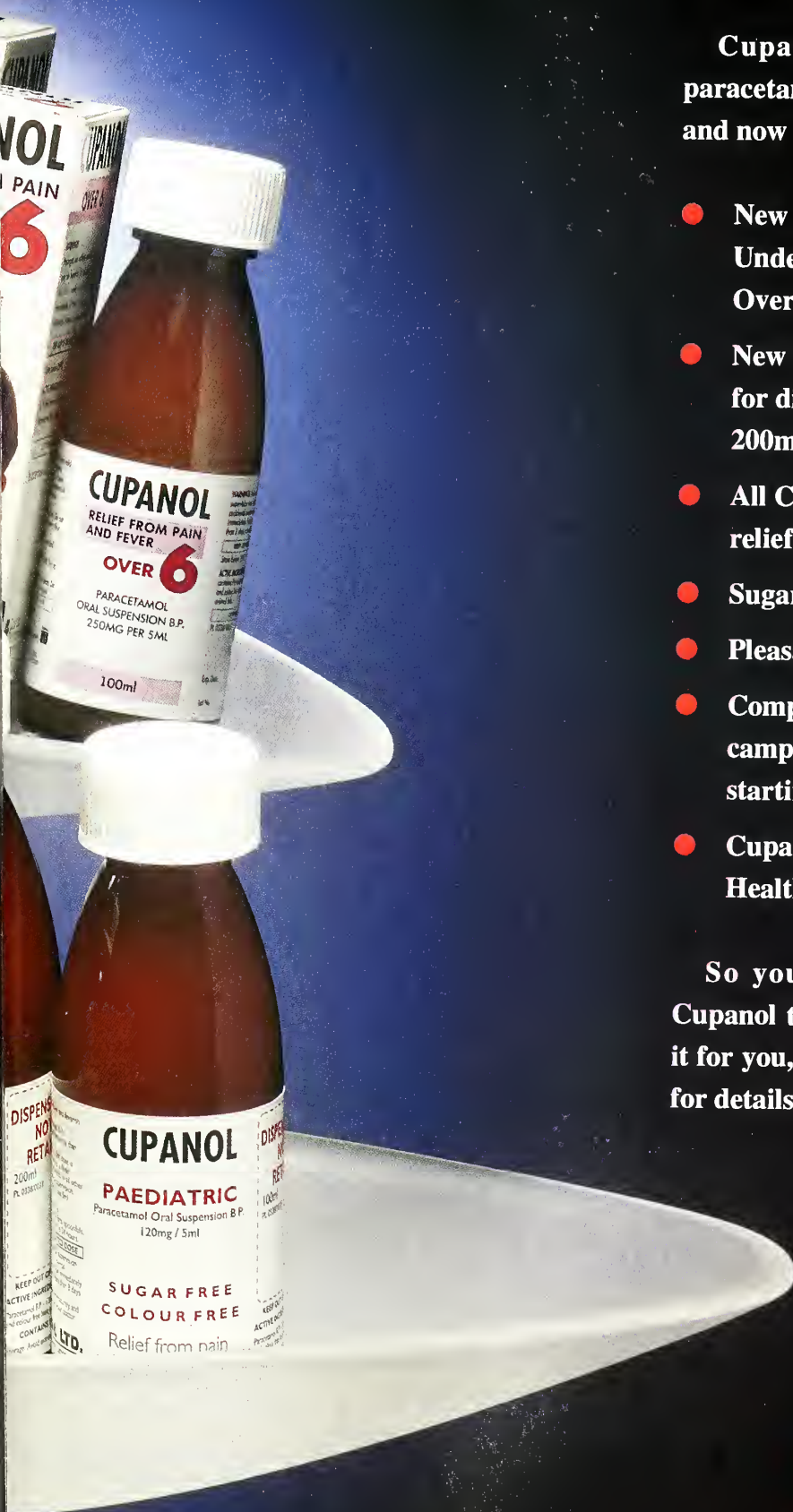


For further information or merchandising advice contact Michael Beal, Product Development Manager at Colgate-Palmolive 01825 512000

NOW CUPANOL GIVES NEW WAYS TO DISPENSE



IS YOU EVEN MORE NSE WITH PAIN



Cupanol is one of the fastest growing paracetamol suspension brands on the market - and now it's set to grow even bigger!*

- New OTC packaging in handy sizes -
Under 6 now in 70ml and 140ml packs;
Over 6 in 100ml and 200ml packs
- New Cupanol Paediatric - ready prepared for dispensing in handy 100ml, 150ml and 200ml bottles
- All Cupanol products provide effective relief from child and infant pain and fever
- Sugar and colour free
- Pleasant tasting strawberry flavour
- Comprehensive consumer advertising campaign in key mother and baby press, starting this Autumn
- Cupanol now being widely promoted to Healthcare Professionals

So you see there's even more going for Cupanol than ever before. To find out what's in it for you, just contact your Seton representative for details of the new special bonus deals.

 **Seton
Healthcare Group plc**

TUBITON HOUSE, OLDHAM OL1 3HS, ENGLAND.
TELEPHONE: 061-652 2222.

Cupanol is Trade Mark of Seton

* IMS data

Offer of lung function tester

Vitalograph are introducing a new concept to the community care arena with their lung screening facility.

They are offering pharmacists a point-of-sale stand which incorporates a free lung function test using a peak flow meter.

Pharmacists must buy a box of 25 Vitalograph peak flow meters at a special price of £131.25 plus VAT. They are supplied free of charge with a PoS unit, two peak flow meters (one standard and one high range) and 100 disposable mouthpieces.

Included are advisory notes for the patient and pharmacist developed by Dr Sherwood Burge of the East Birmingham Hospital.

Ian Harper, UK marketing manager, says there is zero risk with the deal as pharmacists can either sell the peak flow meters at a recommended price of £9.99 or dispense against prescriptions.

This was Vitalograph's first time at Chemex. Says Mr Harper: "We want to become more involved in community care and with this we can take it further. We are here to sound people out as to how they feel about the concept of lung screening."

The company also introduced a self-adhesive Absolute label scale to practitioners who are upgrading their meters which have a Wright scale. The Wright scale has been criticised for inaccuracy and is only used in the UK. The rest of the world uses the Absolute scale.



Direct hit into pharmacy

Healthlife promoted their range of food supplements by giving visitors the chance to fire a bow and arrow at a cardboard cowboy. Winners were given a countertop with £40 worth of evening primrose oil.

This is Healthlife's first appearance at Chemex, and staff were dressed in suitable cowboy and indian costume.

Alan Binks, national accounts manager, said: "Our main objective is to make inroads into the pharmacy sector. We've had a lot of interest with a lot of arrows fired!"



Nelson managing director Robert Wilson hands over a personalised, limited edition of the just-launched *Nelson's Guide on Prescribing Homoeopathic Medicines* to Chemist & Druggist Editor John Skelton. Mr Wilson says the book will bring successful, accurate homoeopathic counter prescribing into the reach of every pharmacist who uses it

Comvita comes to pharmacies

The New Zealand Natural Food Company introduced their Comvita range of propolis products.

Director Pamela Steele outlined the reason behind their first Chemex: "A lot of forward-thinking pharmacists are moving into natural or alternative therapies. Many customers don't want to buy from health stores but from the pharmacist because they are trusted."

Propolis is a sticky substance

from leaf buds and tree bark which is gathered by bees for making their hives. It is said to be a natural antibiotic and antiseptic with anti-fungal and anti-viral activity.

A wide range of products are available such as toothpaste, cough elixir, ointment and lozenges.

The company also produce a range of organic honeys including Manuka (tea tree) honey.



Wilkie wonders

Health Perception, the company run by Olympic gold medalist David Wilkie, chose Chemex to launch new products in their range of food supplements.

Swedish marketing director Helen Isacs says UK pharmacies are looking better with more open displays. This will result in better sales, she feels.

Among their new products was Seredrin, which Health Perception claim to be the number one selling product in Sweden. It combines ginkgo biloba and phytosome (60s, £13.99 retail).

Their Antioxidant Vitamin Combination with Minerals and Glutathione is said to be the result of 25 years of research on the ageing process (90s, £9.99).

Three Gs combines ginseng, garlic and ginkgo biloba and is said to restore vitality (60s, £6.99). Omega-3 Primrose combines fish oil, evening primrose oil and vitamin E (60s, £5.99).

Finally, Glucosamine is purported to thicken the fluids and tissues in and around joints and between vertebrae (60s, £22.99).

CHARM updated

Channel Business Systems launched an improved version of the CHARM dispensary manager.

By using colour "windows", the program highlights different aspects of the on-screen information — for example, warnings and interaction windows are in red.

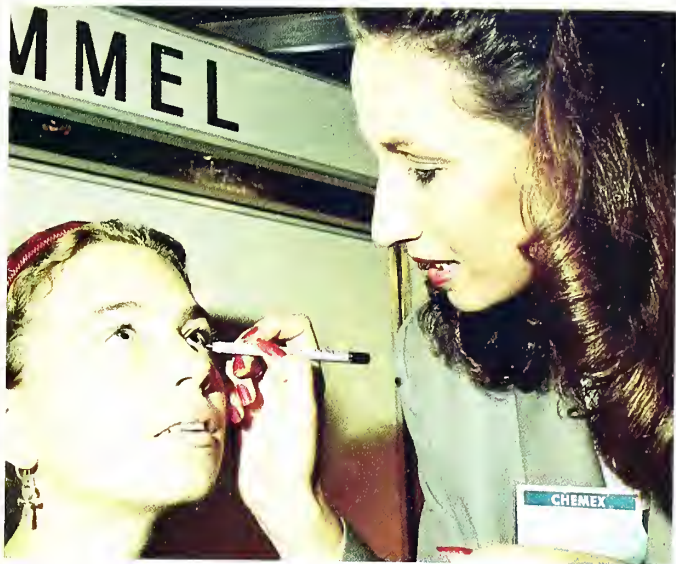
All the key features of the system have been enhanced. The software will now be supplied free, with an annual fee of £300 for "hot line" support and monthly updates on drug details, interactions and endorsement advice.

Show a leg!

In a bid to increase distribution through pharmacies, Pretty Polly made their debut at Chemex this year. Pharmacies currently account for just 9 per cent of their sales and they hope to increase this figure.

To encourage new stockists, the company was offering visitors to the show a free stand when they ordered a package including the three best selling Elbeo lines.

The company's new television advertising campaign for the Legacy range was on screen at the stand. The £3.5 million campaign breaks in October and will run until Christmas.



Rimmel International ran a series of free make up demonstrations throughout the day to support the launch of their Perfect Eyes range, which complements the Cutex lip and nail range

Laughton update Lady Jayne accessories

Laughton marketing manager Fiona Roberts reported that Chemex had been a good show for new contacts, despite a lower volume of visitors than last year.

New on the stand this year was the men's grooming range of wooden brushes and combs, which was well received.

Laughton took over the distribution for Montagne Jeunesse products earlier this year. Additions to the range included 18 new bath, shower and body products, all in re-designed packaging.

The Lady Jayne hair

accessories used Chemex last year as the platform for the relaunch of the range. This year's show saw the launch of the Autumn/Winter collection. Colours followed the season's mix of muted, earthy shades and vibrant, theatrically influenced purples and reds.

The company's Stratton brand used Chemex to introduce a new counter display unit plus a revolving unit.

Additions to the range included compacts and accessories in new Emerald and Leather.

AAH support pharmacy advice

AAH Pharmaceuticals had a novel way of attracting customers — a talking television screen called Oscar.

Oscar is an animated character which was operated by remote control by Steve Solar. The television had a microphone at the side to pick up the response from visitors and a hidden camera could see everything going on. There was no escape from Oscar's interactive cheek.

Visitors to the stand received discounts on Hillcross Generics lines and a special deal of 15 per cent of all Vantage best sellers, together with three bottles of wine with every 25 case order.

AAH used Chemex as a platform to stress their support for independents by launching an initiative to help pharmacists in giving advice and aftercare.

Marketing manager David

Watkinson says it is vital that pharmacists look closely at their core business activity and adopt a format which meets the changing needs of the market.

The initiative is divided into three main strategies. The first is aimed at pharmacists who will get advice on shop design and layout and improved merchandising principles.

For independent pharmacists keen to provide a healthcare service, there is a new range of incontinence and anti-allergy products. A helpline has been set up to provide pharmacists with quick response answers to awkward queries.

Finally, the campaign concentrates on better efficiency through their LINK computer system, which includes script endorsement, drug interaction and nursing home programs.

Complex liquid

Complex Homoeopathy made their first appearance at Chemex with Vitamin Gelee Royal, which is licensed in Germany and sold worldwide. It is now available for general sale in the UK.

Each 10ml vial contains 250mg of royal jelly and nine added vitamins. A pack of 24 costs £25.99 trade. Chemex visitors benefited from a reduced price.

Biggest spend for Seton

Seton Healthcare will be advertising the Meltus range nationally this Winter in the women's Press and other consumer publications. The full-colour campaign runs from November to February.

It is the largest spend Seton have ever put behind an OTC brand, says marketing manager Sarah Farnell.

Invest in eyecare

Newcomers Rolas Distributors were exhibiting their new Bausch & Lomb Sightsavers range at Chemex.

The range of eyeglass accessories include sports safety band, eyeglass chains, nose and temple comfort pads, lens cleaners and contact lens case. Countertop displays are available.

The company also distributes the Tropicana sports supplements range of products, launched to the pharmacy sector at the show.

Tree in a bottle

Thursday Plantation launched their Tea Tree oil range of products to pharmacies.

The range includes oil, antiseptic cream, lotion, lozenges, shampoo and conditioner, body lotion, soap and toothpaste.



Carol Keach from Attleborough, Norfolk, was as pleased as punch to find herself the winner of a midnight blue Mini in a pharmacy assistants' competition run by Unipath and Community Pharmacy. She has a licence but no car, and currently cycles the mile to work at Hills Pharmacy. She maintains she will still use her bike, but with Winter coming how long will her good resolutions last, we wonder?

Ferrosan out in force

Ferrosan Healthcare, the new name for Healthcrafts, were drawing pharmacists' attention to the change at their Chemex stand. Pharmacists had the chance to enter a promotion where three weekends in Paris

could be won or one of 500 bottles of champagne.

All pharmacists benefit from the extra fill offer on best selling lines. There was also the opportunity to discover additions to the successful one-a-day range.

Bathtime fun

Giorgio J's latest addition is a range of towelling bath mitts in various "fun" characters (£3.99). The company has also launched its Autumn and Winter collection including matching vanity cases, cosmetic bags, slippers, spectacle cases and tissue boxes.

Ironing out Vitabiotics relaunch

Vitabiotics relaunched two of their vitamin supplements, Ferroglobin and Perfectil.

Ferroglobin Capsules were originally marketed as Ferrus B12. But with a Ferroglobin liquid already available, it was decided to rename the capsules to give a more cohesive range.

Skin Health Care has now been re-named Perfectil and Vitabiotics' Osteocare will soon be available in liquid form too.

Bauerfeind supports sporting bodies

Bauerfeind launched their range of sport supports and soft tissue injury products at Chemex.

They specialise in hospital but have discovered a demand for their products within pharmacy. Many of the lines come in a wide range of sizes so it is important that accurate measurements are taken — pharmacists have the necessary experience to do this well.

There is no outlay for pharmacists as Bauerfeind offer a return of post service for any product and are happy to accept returns from patients, provided products are still in good condition.

Free leaflets, counter dispensers and window stickers are available. Should pharmacists have any problems in measuring customers, a team of hospital nurses is on hand throughout the country to give advice by

telephone or even in person.

The range incorporates silicone inserts to provide support. It has been developed with Professor Heinrich Hess, the senior medical adviser to the West German football team.



Visitors were encouraged to immerse themselves in the world of the herpes simplex virus on the Wellcome stand, promoting Zovirax

Dino-mania with Tommee Tippee

Jackel introduced a number of new products for their Tommee Tippee range and an innovative hair product — the Hair Scroo.

Tommee Tippee have signed a deal with the Natural History Museum, which has resulted in a range of dinosaur-embossed feeding products including cups, beakers, plates, crockery and a water-filled playmat. All will be available from the end of October.

Chemex also saw the launch of a new baby carrier (retailing at £19.99) and a wrist link for safety-conscious parents.

The Hair Scroo is a novel hairpin to secure all hairstyles simply and quickly. Developed in South Africa, it is screwed into the hair to keep it in place.

Timesco aim to triumph

Timesco hoped to create greater product awareness with their first visit to Chemex. They generated interest by running a "Guess the Smelly" competition, where entrants had to identify three odours coming from the Medi-Neb. The winner received a Timesco Teddy.

There is a new Medi-Neb range with four models: Companion, powered by mains or by car cigarette socket; Elite, the standard mains-operated unit; Companion Plus, which has a rechargeable battery; and the Tempest, which is a high output mains-only model.

All products are what Timesco see as being pharmacy relevant and leaflets for all models are available.



Fit for life was the theme on Windsor Healthcare's stand, with the Green Goddess Diana Moran on hand to demonstrate the exercises in the company's new fitness tape. The company was giving away a cassette player and Walkman in a prize draw for Dulco-Lax and Laxoberal, plus an £800 holiday bond as part of a promotion for the brands



The Eagle has landed

Eddie the Eagle made a surprise guest appearance at the Ernest Jackson stand to launch their "Weather the Winter" trade promotion. As Eddie is always associated with Winter weather, the company say he was the perfect personality to get the promotion running down the piste.

The promotion will run throughout Autumn and Winter as pharmacists are awarded points in the form of raindrops for purchasing and displaying Ernest Jackson brands.

They can cash in the raindrops for a series of gifts including a Throaties lambswool scarf or a personalised bottle of scotch whisky. Eight raindrops entitles pharmacists to a Barbour-style wax jacket.

News from down under

The organically-based toiletries range Aussie, previously exclusive to Boots, is now being sold through independent pharmacies.

Making its debut at this year's Chemex, the range includes the Australian Three Minute Miracle, a hair repair product, Instant Hair Conditioners, Curing Muddy hair revitaliser and Aussie Hair Insurance, a leave-in conditioner with multi-vitamins.

The Aussie range is being distributed to retailers by Jakobi Marketing.

Specs machine

We've seen vending machines for chocolate bars, canned drinks and condoms, but the latest product to be sold through this medium is reading glasses.

Introduced by Readspex, the vending machine holds a range of reading glasses selling for around £10. A sight check machine stands by the side to aid selection.

The machines are currently in place at Gatwick airport and will soon be introduced at Heathrow. It is vandal and thief-proof, say the company.



The Duracell bunny banging his drum on-stand

Tuberculosis: no longer a curse of the past

Tuberculosis is making an unexpected comeback in industrialised countries, with the UK reporting 6,000 cases in 1991 compared to a steady fall over the 30 preceding years. Some inner-city areas have seen annual rises of TB of more than 60 per cent.

The disease itself is showing increasing resistance to recognised drug therapies, forcing the medical world to face a growing epidemic without adequate means of protection.

TB is the leading cause of death attributable to a single infectious pathogen, with three million deaths each year. One-third of the world's population, 1,700 million people, are at risk of developing the disease.

The disease is transmitted through droplet inhalation containing *Mycobacterium tuberculosis*. Usually the droplets enter the lung alveoli although TB can occur elsewhere.

If the immune system has been previously exposed to the bacterium it can kill it. If not, then the immune cells (macrophages) carry the infection to other parts of the body where it can lie dormant for many years. Recurrent infection occurs when infected individuals are less able to defend themselves.

A characteristic lesion is produced: the tubercle. It may regress and heal or increase in size and caseate (a form of necrosis where the tissue changes into a cheesy mass) at the centre. Healing is by fibrosis, with or without calcification.

Whereas in otherwise healthy individuals the risk of contracting the disease is fairly low, certain conditions can increase the probability. Those groups most at risk are:

- immunosuppressed individuals such as HIV-infected people, chemotherapy patients and organ transplantation patients
- healthcare workers
- unvaccinated people
- the poor and homeless
- immigrants and people from ethnic minorities
- patients with concomitant disease such as diabetes and renal failure
- older white males.

Recently the US Government

Tuberculosis is commonly perceived as a disease of bygone days, but in recent times it has made a startling reappearance which we are ill-equipped to deal with. While medical knowledge has stood still, believing TB had been eradicated, the disease itself has progressed and, as Marianne McDonald reports, it is now beginning to circumvent existing treatments



Picture: Science Photo Library

began investigating claims that TB can be transmitted through the cabin air of passenger planes. Airlines have reduced the amount of fresh air circulating in cabins to cut fuel costs.

The World Health Organisation have warned that increasing global travel, migration and refugees from war and famine will ensure that TB continues to spread in the industrialised as well as the developing world. In the US, blame has also been attributed to past failure in implementing mass TB vaccination programmes.

Current treatment

Most cases of TB are successfully treated with rifampicin and isoniazid in courses lasting nine

months, although longer courses, lasting up to two years, may be necessary. Shorter courses of treatment lasting six months are based around isoniazid, rifampicin and pyrazinamide for two months, followed by isoniazid and rifampicin for a further four months.

Rifampicin was introduced over 30 years ago so there is now an urgent need for the development of additional drugs.

The *Mycobacterium* is an exceptionally difficult organism to work with: highly infectious with a very slow rate of growth, it has a waxy coat presenting a barrier to drugs and is well tolerated in the body.

Resistance and isoniazid

Isoniazid is very selective in its activity against *M. tuberculosis*, having little or no other action against other bacteria or viruses. Its mechanism of action and selectivity are not known. It has been shown to cause accumulation of the phosphorylated hexoses in *Mycobacterium* which may result from a block of glucose breakdown, but it is not known whether this is the basis of its anti-bacterial effect.

But scientists in the US and France have recently discovered that the cause of drug resistance in certain strains of *M. tuberculosis* is the deletion of a single gene. This gene is for the enzyme catalase. It makes the strain of *M.*

tuberculosis sensitive to isoniazid which forms the core of TB treatment. Gene deletion is an unexpected and unusual mechanism for development of drug resistance.

A recent Haitian study suggests that isoniazid given prophylactically can reduce the incidence of TB in endemic areas and delays the onset of HIV-related disease in symptom-free HIV-positive people. The authors of the study suggest that *M. tuberculosis* may be a co-factor in HIV disease progression.

Resistance and rifampicin
The mechanism of action of rifampicin is believed to involve interference with transcription and RNA elongation by binding the drug to the β -subunit of RNA polymerase in a locus formed by the appropriate complexing of the different RNA polymerase subunits.

Substitution of key amino acids would thus result in conformational changes and defective binding of the drug.

Resistance to rifampicin involves alteration of RNA polymerase, although the precise molecular mechanism has not been established. Development follows a "single-step" high level resistance pattern.

Multi-drug resistance

New York has the highest number of TB cases in the US with one area reporting 233 per 100,000 of its population. Rates above 15 per 100,000 indicate an epidemic.

Some 30 per cent of TB patients in New York are infected with strains that are resistant to one of the drugs in triple therapy, 20 per cent to two drugs and 10 per cent have multi-drug resistant strains. Detection and resistance testing currently takes between three weeks and two months, time which could be spent initiating therapy.

Drug resistance is a worldwide problem which has resulted in a demand for better patient supervision. Social networks,

such as the use of bar workers in Australia, have had some success. Authorities in New York and Massachusetts have tried state-enforced detention of TB patients, but this does not ensure continued compliance and is very expensive.

This proves a worry for

Drug regimen

TB is treated in two phases: an initial phase using at least three drugs and a continuation phase using two drugs.

Initial phase Designed to prevent the emergence of drug-resistant bacteria.

Isoniazid

Adult: 300mg daily

Child: 10mg/kg (max 300mg) daily

Rifampicin

Adult 50kg and over: 600mg daily

Adult under 50kg: 450mg daily

Child: 10mg/kg daily

Pyrazinamide

Adult 50kg and over: 2g daily

Adult under 50kg: 1.5g daily

Child: 35mg/kg daily

This phase should be continued for two months

Ethambutol is added if drug-resistance thought likely.

Adult and child over six years: 25mg/kg daily

Streptomycin is rarely used, but it can be added if the organism is resistant to isoniazid

Adult: 1g daily, reduced to 500-750mg daily in patients under 50kg or over 40 years of age

Child: 15-20mg/kg daily

Continuation phase

Treatment continues for a further four months with *isoniazid* and *rifampicin*;

longer treatment may be necessary for bone and joint infections or resistant organisms.

healthcare workers; 40 were infected with severe multi-drug resistant TB in the US last year. No cases have been reported in the UK so far, but doctors in this country believe that we are unlikely to see an epidemic of drug-resistant TB because we have a vaccination scheme and good, free healthcare. However, 16 UK districts have now abolished routine vaccination of schoolchildren.

TB and HIV

About 90 per cent of drug-resistant TB cases have occurred in HIV-infected people, with 70-90 per cent of such cases dying four to six weeks after diagnosis.

The main cause of the increasing spread of TB is being attributed to HIV-positive people. Their weakened immune systems makes them more open to infection and there is a problem of patient non-compliance with therapy.

Patients generally feel better within two to three months of starting treatment and there is a temptation to stop therapy. This allows organisms that have not been killed in the first few weeks of treatment to become resistant to those drugs to which they have been exposed, thus producing drug-resistant strains.

Future moves

The WHO announced at the start of May that TB was "a global emergency", predicting that there will more than 90 million cases worldwide by the year 2000.

They are calling for a coalition of public and private support to fight the disease, including action from governments, non-governmental organisations, the private sector and other aid agencies.

WHO also wants research to be intensified. Better diagnostic tools, more effective vaccines and new generations of drugs to treat drug-resistant cases.

British GPs in urban areas

Symptoms of TB

- tiredness
- fever
- weight loss
- cough

were urged this Summer to have a high index of suspicion for childhood TB. Cases are common in children who do not fall into conventional high-risk categories, with 40 per cent occurring in non-Asian children.

June saw Glaxo group research launch Action TB, a five-year research study aiming to introduce novel antibiotics and vaccines to treat the disease.

And scientists in France and Taiwan report promising data on the quinolone antibiotic sparfloxacin; further research on this group of agents was announced last year by America's National Institutes of Health.

Work in Iran, initiated after the influx of Afghan refugees among whom drug-resistant TB is common, has used immunotherapy with *M. vaccae* as an adjunct to chemotherapy. Fifteen months after the last injection (varying between two to four per patient), 11 out of the original 41 patients were sputum-negative.

All these projects are in the early stages with results not likely for several years. Until then TB will continue to spread and the fears of WHO may come true.

The financial cost of TB will also continue to rise: treating one patient costs approximately \$1,500; treating a multi-drug resistant patient can cost up to \$250,000.

In the 1980s, the US Government was told that \$30m a year would eradicate TB from the USA; last year 20 times that was requested merely to contain the disease.

A quality range of the most popular asthma medicines.



**BAKER
NORTON**

Quality medicines at sensible costs

**Salbutamol
Inhaler**

salbutamol 100mcg

**Cromoglycate
Inhaler**

sodium
cromoglycate BP 5mg

Beclazone

50mcg 100mcg 250mcg

beclomethasone
dipropionate INHALER

'Salbutamol', 'Cromoglycate' and 'Beclazone' are trade marks. Further information is available on request from: Baker Norton, Gemini House, Flex Meadow, Harlow, Essex CM19 5TJ. Prepared March 1993.

Dandruff and other scalp disorders

Dandruff is a common scalp condition, affecting as many as three-quarters of the population at some stage of their lives. Although it is usually not a serious medical condition it can cause embarrassment. A wide range of shampoos and applications are available to treat the condition, and the anti-dandruff shampoo market in the UK is worth £46 million annually

Dandruff (pityriasis capitis) is a chronic condition of the scalp characterised by excessive production of scales. This is seen as white flakes or squames on the hair, scalp and clothes.

Dandruff occurs most commonly between 10 and 20 years of age and gradually decreases in frequency with age. It is said to show some marked seasonal variations and is often worse in Winter and relatively mild in Summer.

Dandruff is not usually associated with inflammation so, if red patches are present, the condition is more likely to be psoriasis, seborrhoeic dermatitis or eczema.

In dandruff, epidermal cells of the scalp appear to divide at a higher rate and cells tend to move through the epidermis at a higher rate. The reason for the increased rates of cell turnover and proliferation is not known, but several factors are thought to be involved:

- Pityriasis capitis is derived from the name *Pityrosporum ovale*, a yeast naturally present on the scalp which increases dramatically on scalps prone to dandruff. It has also been suggested that it is the sufferers' reaction to *P. ovale* that causes the flaking of the scalp, rather than the yeast itself.

Other factors that may be associated with dandruff are:

- a change in hormone levels, such as oestrogens, which affects the sebaceous gland on the scalp
- stress
- diet.

Treatment

Dandruff cannot be cured, only controlled. Simply shampooing the hair more frequently can improve the condition. Studies have shown that washing the hair decreased the severity of

Continued on page iv



Available at sensible costs -
a breath of fresh air
in nebulisation.



Steri-Neb
Cromogen

Unit dose sodium
cromoglycate 20mg

Steri-Neb
Salamol

Unit dose
salbutamol 2.5mg and 5mg

Steri-Neb
Saline

Unit dose 0.9%
sodium chloride



**BAKER
NORTON**

Quality medicines at sensible costs

'Cromogen', 'Salamol', and 'Steri-Neb' are trade marks. Further information is available on request from Baker Norton, Gemini House, Flex Meadow, Harlow, Essex CM19 5TJ. Prepared March 1993

Continued from page iii

dandruff, and pre-shampoo levels are only observed after about four days. Flaking can also be caused by not rinsing hair thoroughly.

A twice or thrice-weekly shampooing may produce an improvement. If not, the customer may require an anti-dandruff shampoo.

Shampoos

Six active ingredients can be found in anti-dandruff shampoos available in the UK:

- piroctone olamine
- zinc pyrithione
- selenium sulphide
- coal tar
- climbazole
- salicylic acid.

Zinc pyrithione

Most anti-dandruff shampoos on the market contain zinc pyrithione which has bacteriostatic and fungistatic properties. The efficacy of zinc pyrithione as an anti-dandruff agent depends very much on the formulation of the product.

Zinc pyrithione binds strongly to hair and skin and the extent of its binding correlates with its clinical effectiveness. The interaction depends on temperature, concentration and frequency of application.

For optimum effect, it has been recommended that patients should leave the lather on the hair for at least one minute.

Piroctone olamine (Octopirox)

This is a newer active agent on the market. It was originally developed in Europe and is not yet available in the US. In a recent *Which?* report on anti-dandruff shampoos, a panel of experts recommended products containing piroctone olamine.

Selenium sulphide

Selenium sulphide has anti-fungal and anti-seborrhoeic properties. It has been suggested that it exerts its action against *P. ovale* by preventing cell division. In the UK, the use of selenium in cosmetics is restricted to anti-dandruff shampoos at concentrations up to a maximum of 1 per cent. Such shampoos can only be sold in pharmacies.

Selenium sulphide suspension

leaves a faint odour of hydrogen sulphide (rotten eggs). It is difficult to disguise and can linger on hair for days. Therefore, although selenium sulphide is effective it is unacceptable to many people who find the smell offensive. It can also make the scalp feel oily.

Coal tar

Coal tar is used to treat conditions such as psoriasis and eczema, where there is a high turnover of epidermal cells, as it depresses the rate of mitosis of the cells. Coal tar has an unpleasant odour and is very messy which can reduce patient compliance. However, it has been formulated into shampoos which are more acceptable.

Although the US Food and Drug Administration has approved coal tar as a safe and effective treatment for dandruff, some experts believe it is not as effective as zinc pyrithione or piroctone olamine and suggest that coal tar preparations should now be regarded as a second-line agent. But tar shampoos are effective for other scalp conditions such as eczema and psoriasis.

Salicylic acid

Salicylic acid is approved in the US for the treatment of dandruff and is included in some anti-dandruff preparations. It is a keratolytic agent and could possibly break down dandruff flakes by dissolving the intracellular cement material. However, after shampooing, it is unlikely that salicylic acid would be present in sufficient concentrations to have a significant effect.

Climbazole

Climbazole is a newer ingredient for anti-dandruff shampoos. The *Which?* report found it to have some effect on dandruff but they did not rate it as highly as piroctone olamine.

The concentration of the active ingredient in a shampoo is an important factor in determining its efficacy. It has been suggested that anti-dandruff shampoos should contain at least 0.5 per cent piroctone olamine and at least 1 per cent zinc pyrithione.

Some doctors recommend anti-bacterial shampoos for dandruff and, despite their

wide use, there is little evidence to show that they are effective.

The control of dandruff is usually a long process and customers should be advised that several weeks of regular use of the product is necessary.

Topical steroids

Topical steroid scalp applications, used for the relief of dandruff, are only available on prescription. Corticosteroids have anti-mitotic and anti-inflammatory actions, but the former effect is probably more useful in dandruff as inflammation is not usually a feature.

The long-term effects of topical steroids on hair growth are unknown. They should not be considered as first-line treatment for dandruff and only used in unresponsive cases.

Seborrhoeic dermatitis

Although seborrhoeic dermatitis is often described as a severe form of dandruff, it is in fact an inflammatory condition. It is characterised by dry or greasy scales, patches of redness and itching.

It tends to occur on parts of the body with a large number of sebaceous glands — the scalp, hair line, eyebrows, bridge of the nose, external ear canal, behind the ears, upper part of the chest and shoulder blades. However, there is no evidence of a link between the condition and the sebaceous glands.

In severe cases, papules develop and spread to other areas such as the eyelids which become inflamed. Sufferers also have an increased susceptibility to infection.

The cause of seborrhoeic dermatitis is not known but it appears to run in families and is also associated with *P. ovale*.

Treatment

Treatment of seborrhoeic dermatitis consists of medicated shampoos, topical corticosteroid preparations and anti-infective skin preparations for infected lesions. Keratolytics may be indicated in severe cases.

Tar-based shampoos still have a role to play in seborrhoeic dermatitis because they may have a sebostatic action.

Scalp psoriasis

Psoriasis is a chronic skin disorder where an increased turnover of epidermal cells leads to the formation of scaly red patches covered with silvery scales. The sites usually affected are the elbows, knees, scalp, lower abdomen and genitalia.

It is estimated that around half of the one million psoriasis sufferers in the UK have psoriasis on their scalp and on other areas of their body.

Scalp psoriasis may be mistaken for severe dandruff in its mildest form or seborrhoeic dermatitis if more severe. Discrete, well circumscribed plaques are present, often extending to the hairline, face and neck.

The exact cause of psoriasis is unknown but it can be triggered by a number of factors such as infections, sunlight, hormonal changes and stress.

Coal tar is thought to act by depressing the rate of mitosis of the epidermal cells. It is available in shampoo form.

Cradle cap

Cradle cap (infantile seborrhoeic dermatitis) is an inflammatory condition of the scalp in babies. Cradle cap usually occurs during the first three months of the baby's life and in most cases resolves itself within a year.

Cradle cap is characterised by thick yellow scales on the scalp which may spread to the eyebrows and behind the ears. Its cause is unknown but it often occurs in association with nappy rash and in children with a predisposition to allergic disorders.

Treatment

Cradle cap usually responds to treatment with shampoos containing cetrimide but these should not be applied to broken or inflamed skin. Gentle rubbing with olive oil or arachis oil can loosen the scales before washing with a mild shampoo.

More resistant cases of cradle cap may require keratolytic agents, such as 1 per cent salicylic acid in aqueous cream, with or without resorcinol or sulphur.

If the rash has spread to the face or the rest of the body, refer the baby to a GP.

Dispense Wyeth Temazepam Tablets on open scripts for temazepam

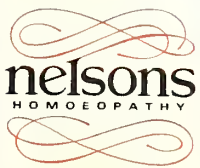
WYETH GENERICS HOTLINE 0628 414792

FOR FURTHER INFORMATION REFER TO DATA SHEET OR CONTACT WYETH LABORATORIES, TAPLOW, MAIDENHEAD, BERKS.

*TRADEMARK

WYETH
GENERICS
QUALITY ASSURED
SERVICE ASSURED

**Our largest ever national press campaign
is really turning heads.**





in a perfect...
fustation, a spokesman
partment of Health told me that ques-
tions relating to the cost of such care
were the responsibility of the Depart-
ment of Social Security. A DSS

stay men-
have been closed or unsatisfactorily treated
in size, the only place for people with

should her husband be confined to a current issue of

Blinking won't help, but our hay fever rem



Look out for Pollenax, the natural remedy for the symptoms of hay fever. Available from Boots, Holland & Barrett, leading chemists and health food stores.

**NELSONS
NOCTURA**
A homoeopathic remedy
for the relief of
Insomnia



There must be a joy



Look out for Pollenax, the natural remedy for insomnia. Available from Boots, Holland & Barrett, leading chemists and health food stores.

Nelsons Homoeopathy. Simple. Effective. Natural.

A range of products for first time and experienced users.

Indicated and classical remedies. Creams. Ointments. Tablets.

Backed by an eye-catching national press campaign.

Which means increased demand.

And, with Nelsons high margins, a healthy future for everybody.

**Whed i
Coldem**



For natural relief from

NELSONS POLLENNNA

A homoeopathic remedy for the relief of Hay Fever

nelsons
HOMOEOPATHY
72 TABLETS

If this is uncomfortable to read,
You may need Rheumatika.



For natural relief from aching joints and muscles, turn to Rheumatika.

nelsons
HOMOEOPATHY

Available from Boots, Holland & Barrett, leading chemists and health food stores.

way of get to sleep.

NOCTURA



s to code ad flu sybtoms,
akes sense.

COLDENZA



COLDENZA

A homoeopathic remedy for the relief of influenza and influenza-like colds

nelsons
HOMOEOPATHY

72 TABLETS

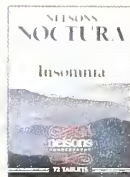
Mail 30p
TUESDAY, JULY 6, 1993
souvenir guide to
OWER

Indicated Remedies



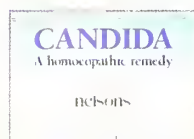
Pollema

Hay fever tablets. In blister packs of 72. Active ingredients: 6th homeopathic potency of *Allium cepa*, *Euphrasia officinalis*, *Sabadilla officinarum*.



Noctura

Insomnia tablets. In blister packs of 72. Active ingredients: 6th homeopathic potency of *Kali. brom.*, *Coffea*, *Passiflora*, *Avena sativa*, *Alfalfa* and *Valeriana*.



Candida

Tablets for candida infections. In blister packs of 72. Active ingredient: 6th homeopathic potency of *Candida albicans*.



Coldenza

Cold and flu tablets. In blister packs of 72. Active ingredient: 6th homeopathic potency of *Gelsemium sempervirens*.



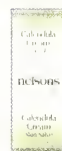
Rheumatica

Tablets for aching joints and muscles. In blister packs of 72. Active ingredient: 6th homeopathic potency of *Rhus toxicodendron*.



Teething Granules

To soothe teething pains. In packs of 24 sachets. Active ingredient: 6th homeopathic potency of *Chamomilla*.



Creams

Calendula

Multi-purpose skin salve. Prepared from Marigolds.



Arnica

Heals and soothes bruising. Prepared from *Arnica montana*.



Tea Tree

Powerful, natural antiseptic skin salve. Prepared from the essential oil of the Tea Tree.



Evening Primrose

Soothes dry skin and minor skin abrasions. Prepared from Evening Primrose Oil.



Classical Range

Arnica

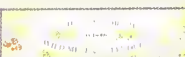
For use after injuries including bruising and contusions.

(For information on other Classical Range products call the order line.)



Ointments

Ointment for Burns relieves scalds and blistering. **Ointment for Strains** relieves aching muscles. **Healing Ointment** for sore, sensitive skin.



Toothpastes

Wild Mint & Calendula for all the family. **Cinnamon & Rosemary** for healthy gums. **Fennel & Chamomile** for fresh breath.

To find out more about the Nelsons homeopathy range
Freephone 0800 289515 between 9am & 4pm.
A. Nelson & Co. Ltd., 5 Endeavour Way, Wimbledon, London SW19 9UH

Ovarian cancer

The prognosis for ovarian cancer remains poor, mainly because the disease is frequently not diagnosed until an advanced stage. Adrienne de Mont reports

Ovarian cancer is the fifth most common cancer in women and the tenth commonest cancer overall.

Every year nearly 5,200 women in the UK are found to have ovarian cancer and they stand only a one in four chance of surviving five years. It is the cause of more deaths among women than all the other gynaecological malignancies combined. Mortality has increased throughout this century and, although the increase may be due, in part, to more accurate diagnosis, the remainder must be due to an increasing incidence as there has been no significant change in survival rates.

Patients with ovarian cancer have a poor prognosis because the disease is well advanced by the time it is detected. There are no early visible signs, and symptoms tend to be non-specific such as abdominal pain which can be confused with other conditions.

The cause is unknown, but it is more common in women who have not had children. It is mainly a disease of post-menopausal women and 90 per cent of cases occur after the age of 45 years.

Most ovarian cancers are epithelial tumours. Germ cell tumours, which have a better prognosis, account for about 2 per cent of ovarian cancers and are most common in young women (15 to 19 years).

Risk factors

• Ovulation

The risk appears to relate to the length of time a woman has ovulated, so pregnancy and lactation seem to reduce the risk and a late menopause increases it. The contraceptive Pill, by suppressing ovulation, is also associated with a decreased risk – a benefit which is not widely recognised.

• Race and class

The disease is more common in white women in the higher social classes and again this could be linked with the fact that they tend to have fewer children. In Southern European Catholic countries where women have large families, the incidence is lower.

• Family history

A family history of ovarian cancer is another important factor. A woman whose mother or sister had ovarian cancer before the age of 50 is three times more likely than other women to develop the disease, and the risk is even greater in those who have had two first degree relatives diagnosed before this age.

• Blood type

More cases have been reported in women with blood group A.

• Breast cancer

Ovarian cancer is also linked to breast cancer, so a woman with breast cancer is more likely to develop ovarian cancer and vice versa.

• Possible factors

Studies have suggested that women who take fertility drugs but do not become pregnant stand a much higher risk of ovarian cancer, but again the evidence is not conclusive. Possible links between obesity or the use of talcum powder in the genital area have not been proven.

Signs and symptoms

The most common symptoms are abdominal pain and swelling. Because abdominal pain has many possible causes, the diagnosis may be delayed while the patient is referred to a gastroenterologist rather than a gynaecologist. Similarly, abdominal swelling may be ignored as "middle-aged spread", although one in five women with ovarian cancer experience weight loss.

Abnormal vaginal bleeding occurs in only about 17 per cent of cases. Other symptoms result from pressure of the tumour on internal organs and include:

- low back pain
- constipation or diarrhoea
- indigestion
- urinary frequency.

Eventually, ascites leads to a severely swollen abdomen and there is swelling of the legs due to pressure on the main veins. Surgery is needed to confirm the diagnosis and assess how far the disease has spread.

The extent of the disease is defined in stages as follows:

Stage I

Disease is limited to the ovaries and can usually be cured by surgery. There is a relatively good five-year survival rate of about 70 per cent or, if only one ovary is involved, up to 90 per cent.

Stage II

Growth is limited to the pelvis. The five-year survival rate is about 45 per cent.

Stage III

Tumour extends to the abdominal cavity. The five-year survival rate at this stage is about 17 per cent.

Stage IV

This stage, where there are metastases in distant sites, has only a 5 per cent five-year survival rate.

Only 35 per cent of ovarian cancers are diagnosed before stages III and IV.

Screening

At present routine screening of post-menopausal women is not considered worthwhile. The



Will & Dent Science Photo Library

costs of accurate detection are far higher than for detecting breast or cervical cancer. But screening is recommended for women at high risk, particularly those with close relatives who have had the disease.

Cysts, which may or may not be malignant, can be detected by vaginal examination. Special cancer screening units usually look for raised serum levels of CA-125, an abnormal protein or tumour marker which is found in 80 per cent of epithelial ovarian cancers. But CA-125 can be elevated in benign conditions and in cancers of the breast, colon and pancreas, so the test is not specific. Ultrasound may also be used as a diagnostic tool.

Registers of families at very high risk of ovarian cancer have been established in the UK, Europe and US which may enable more precise estimates of risk to be made and may even lead to identification of the gene or genes responsible for the disease.

Treatment

• **Surgery** If the cancer is confined to the ovary (stage I) it is usual to remove both ovaries, fallopian tubes, womb, cervix and the abdominal membranes. In some cases it may be possible to remove only the affected ovary if the woman wishes to remain fertile and the tumour is low grade.

• **Chemotherapy** At later stages, chemotherapy is the main adjuvant treatment but, although it extends remission times, it does not significantly affect the overall cure rate. Many women may not be prepared to accept aggressive chemotherapeutic regimens and their associated side-effects if the treatment is merely palliative.

The platinum compounds cisplatin and carboplatin are the treatments of choice, used singly or in combination with an alkylating agent such as

cyclophosphamide. Complete clinical response rates are in the range 40-60 per cent, which means that about half of ovarian cancers are resistant to chemotherapy.

• **Cisplatin** is the most likely to cause vomiting, although the 5HT3 antagonists granisetron and ondansetron are very effective in preventing this unpleasant side-effect. Cisplatin also has serious toxic effects on the ears, kidneys, bone marrow and nervous system, causing tingling and numbness and difficulty with walking.

• **Carboplatin** does not cause deafness or neurotoxicity and is less likely to damage the kidneys, but it is more toxic to the bone marrow than cisplatin and is more likely to cause neutropenia with its increased risk of infections.

• **Taxol**, which is extracted from yew trees, has been generating interest because of its novel action in the way it stops tumour cells dividing. Last December, taxol was licensed in the US for use in relapsed ovarian cancer and it seems to be effective in some cases where other chemotherapy has failed.

It is currently going through the UK licensing procedures, again for advanced ovarian cancer which has failed to respond to other treatments. Studies of its use as a first-line agent have only just started. Its main serious side-effect appears to be cardiotoxicity.

Future

Various combinations of drugs, dosages and duration of treatment are currently under study. The marker CA-125 can be a useful indicator of whether or not the treatment is working. Radiotherapy is more difficult to use because of the large areas involved in late-stage disease.

Hopes for the future centre on earlier diagnosis and more effective treatment.

Is 'compliance' the right word?

Compliance is a value-laden term which consigns the patient to an outdated paternalistic model of medical care, according to current thinking.

The dictionary says compliance means acting in accordance with the requirements of another. But it carries connotations of a paternalistic relationship in which the patient follows the instructions of an 'expert' (doctor or pharmacist).

Formerly, failure to do so was considered wrong and the patient was often blamed for being at fault, but it is now politically correct (PC) for health professionals to acknowledge that people should be at least equal

partners in their healthcare, taking information and advice from health experts. The decision to act on that advice is not a doctor's or pharmacist's, but the patient's.

Whatever power the health professionals think they have, in the end it is the patient's decision whether to listen to them or not. Health professionals should no longer expect to instruct people what to do.

If that is the case, people decide for themselves whether to take medication. Not taking medication as recommended by a pharmacist may be sensible or foolish, but it can hardly be non-compliance; how can you not comply with your own

decision? New terms which are more PC include non-adherence or non-collaboration.

The importance of quibbling about the meaning of words goes far beyond being PC. If



someone chooses not to take medication as advised, they have decided that the benefits do not outweigh the disadvantages. Either they have been poorly informed about or do not understand the risks of non-treatment and the benefits of treatment, or they have made their own judgments about what is best for them.

If the first is true, it is the 'expert' who has failed to advise properly; if the second is true, that is the patient's right. Talking about 'non-compliant' people who, by implication, must be browbeaten into taking every tablet, is placing blame in the wrong place. *Journal of Medical Ethics* 1993; 19: 108-10

Fluticasone for Crohn's disease?

Among the advantages claimed for the new inhaled steroid fluticasone is a low frequency of systemic effects due to poor absorption from the stomach and extensive first-pass metabolism. Such properties make it a potentially good candidate for the local treatment of inflammatory intestinal disorders such as Crohn's disease.

To test this hypothesis, 356

patients with Crohn's disease were randomised to four weeks' treatment with fluticasone 5mg four times daily or prednisolone in a reducing dose of 40 to 15mg daily.

Fluticasone proved less effective: 19 per cent of patients were in remission after two weeks and 39 per cent after four weeks, compared with 35 per cent and 47 per cent respectively with prednisolone. More patients taking fluticasone were unchanged or worse.

Closer analysis revealed that when the disease was localised to the ileum, both steroids were equally effective, but prednisolone was significantly better in patients with colonic

disease.

Fluticasone was better tolerated than prednisolone, and fewer patients withdrew from treatment due to adverse effects. But overall, 17 per cent of patients treated with fluticasone withdrew, mostly because of a lack of efficacy, compared with 13 per cent of prednisolone recipients.

The response to fluticasone was in the upper range of that reported with placebo, so it is not clear from this study if it offers any benefit. Nevertheless, studies of longer use in patients with small bowel disease might be worthwhile.

European Journal of Gastroenterology and Hepatology 1993; 5: 499-503

Feeling helpless affects treatment

Psychologists from California have shown that how people feel about their disease and its treatment significantly affect the outcome.

Fifty people with rheumatoid arthritis, who needed further drug treatment despite longstanding therapy with NSAIDs and steroids, were treated with additional second-line drugs, including methotrexate, sulphasalazine and gold.

Psychological and functional assessments were made at baseline and after three months' treatment. Their feeling of helplessness was evaluated using three measures: cognitive (no matter what I do, I can't get relief from my pain); affective (measuring symptoms of depression); and behavioural (avoiding particular activities when in pain).

Overall, there was a considerable improvement in symptoms and disease activity during the study. Helplessness was found to make a significant contribution to how people felt.

Disability, pain severity and coping with pain were not significantly related to demographic factors like age or sex but they did correlate with helplessness. By contrast, joint swelling and objective measures of disease activity were related to demographics. Helplessness at baseline also predicted disease severity at the end of the study.

The implications of this study are that the psychological needs of people with chronic illness must be addressed; it is unrealistic to think that optimal care can be provided with drugs alone.

Journal of Rheumatology 1993; 20: 1114-20

Vitamins and breast cancer risk

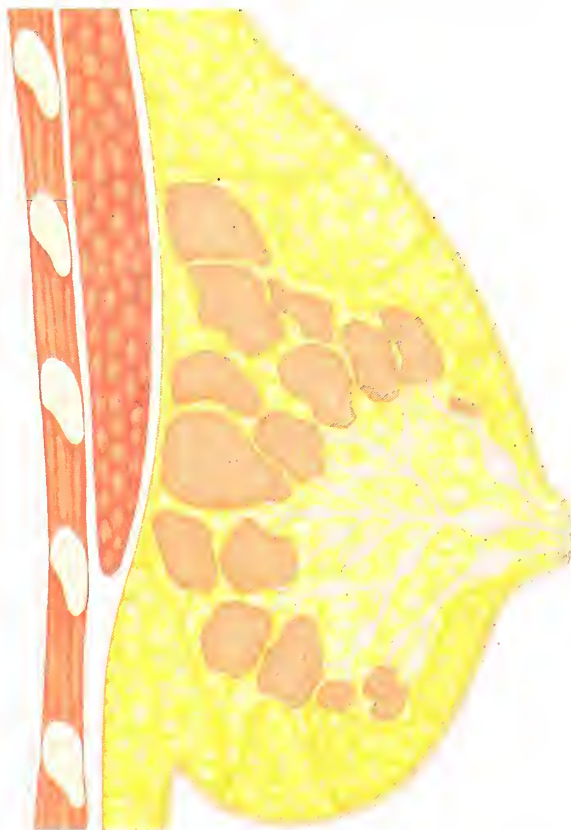
The incidence of breast cancer varies five-fold in different countries, suggesting that local factors may play a role in its pathogenesis. One possibility is dietary intake of vitamins: vitamins C and E are antioxidants, and have been linked with a decreased risk of cancer in studies, while vitamin A intake has been inversely correlated with breast cancer risk in several studies.

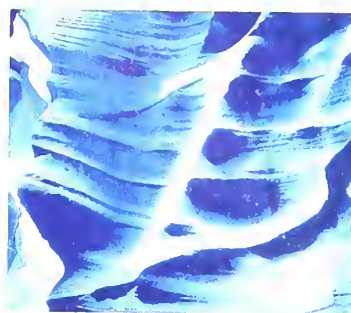
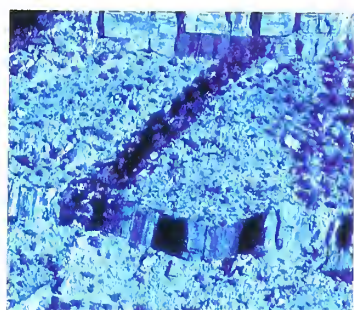
The possible benefits of these vitamins have been evaluated in the American Nurses' Health Study, an ongoing study of 121,000 women. Of these, over 89,000 with no history of cancer provided details about their diet in 1980.

Eight years later, 1,439 women had developed breast cancer and their vitamin intake was compared with that of other women. The study found that the risk was slightly lower among women with a low dietary level of vitamin A who took vitamin supplements. Women were also at lower risk if they ate more vegetables.

Dietary vitamins appear to confer no protection against cancer, but the risks associated with a poor diet can be reduced by taking vitamin A supplements. *New England Journal of Medicine* 1993; 329: 234-40

Picture courtesy of Searle





Zantac

RANITIDINE HC/

Keeping you in control of acid-related disorders

PRESCRIBING INFORMATION: **Indications** Duodenal ulcer, benign gastric ulcer, ulcers associated with non-steroidal anti-inflammatory drugs (NSAIDs), prevention of NSAID-associated duodenal ulcer, oesophageal reflux disease, severe oesophagitis, chronic episodic dyspepsia. **Dosage** **Adults:** Duodenal ulceration and gastric ulceration: A single 300mg dose at bedtime or 150mg twice daily in the morning and evening for four weeks. Alternatively, in duodenal ulcers, 300mg in the morning and evening for four weeks to achieve optimal healing. Continued maintenance treatment of 150mg at bedtime is recommended for patients with a history of recurrent ulceration. Ulcers following non-steroidal anti-inflammatory drug therapy or associated with continued non-steroidal anti-inflammatory drugs: 150mg twice daily for up to eight weeks. Prevention of NSAID-associated duodenal ulcer: 150mg twice daily concomitantly with NSAID therapy. Chronic episodic dyspepsia: 150mg twice daily for six weeks, investigate early relapsers and non-responders. Oesophageal reflux disease: 300mg at bedtime or 150mg twice daily for up to eight weeks. Moderate to severe oesophagitis: 150mg four times daily for up to twelve weeks (see data sheet for full dosage instructions). **Children:** Oral dose for peptic ulcer: 2mg/kg to 4mg/kg, twice daily to a maximum of 300mg per day. **Contra-indications** Patients with known hypersensitivity to ranitidine. **Precautions** In patients in whom sodium restriction is indicated, care should be taken when administering sodium-containing Effervescent Tablets. Exclude the possibility of malignancy in gastric ulcer before instituting therapy, especially in middle-aged patients with new or recently changed dyspeptic symptoms. Regular supervision of patients taking NSAIDs concomitantly with Zantac is recommended, especially if elderly. Reduce dosage in the presence of severe renal failure (see data sheet). Avoid in patients with history of porphyria. Effervescent Tablets contain aspartame, use with caution in patients with phenylketonuria. Like other drugs, use during pregnancy and lactation only if strictly necessary. **Side effects** Headache, dizziness, skin rash, occasional hepatitis, rarely arthralgia, myalgia. Rarely, reversible mental confusion states, usually in very ill or elderly patients. Rare cases of leucopenia and thrombocytopenia, usually reversible, agranulocytosis and pancytopenia. Hypersensitivity reactions, anaphylactic shock. Rare cases of breast symptoms in men. As with other H₂-receptor antagonists rare cases of bradycardia, A-V block and asystole (see data sheet). **Presentations** Zantac 150 Tablets each containing 150mg ranitidine HC/ (Product licence number 0004/0302, 30 tablets £27.43); Zantac Dispersible Tablets each containing 150mg ranitidine HC/ (Product licence number 0004/0279, 60 tablets £29.76); Zantac 300 Tablets each containing 300mg ranitidine HC/ (Product licence number 0004/0310, 300ml bottle £22.32); Zantac Effervescent Tablets each containing 150mg ranitidine HC/ and 14.3mEq sodium (Product licence number 0004/0392, 60 tablets £31.25); Zantac Effervescent Tablets each containing 300mg ranitidine HC/ and 20.8mEq sodium (Product licence number 0004/0393, 30 tablets £31.25); Zantac Syrup each 10ml dose containing 150mg ranitidine HC/ (Product licence number 0004/0310, 300ml bottle £22.32). **Product licence holder** Glaxo Operations UK Limited, Greenford, Middlesex UB6 0HE (POM). Zantac is a Glaxo trade mark. Further information is available on request from: Glaxo Laboratories Limited, Stockley Park West, Uxbridge, Middlesex, UB11 1BT Telephone: 081-990 9444. February 1993.

Glaxo

High technology medicine: what actually happens

We are becoming accustomed to hearing on the news about heart-lung transplants and gene therapy for formerly incurable diseases, but we learn little about the intense effort that goes into such treatments, or whether it works. Two recent reports shed some light.

Duchenne muscular dystrophy is a progressive wasting of muscles that affects boys. It leads to paralysis and is often fatal by the age of 20. It is due to a genetic deficiency of the protein dystrophin and, now that the rogue gene has been identified, gene replacement therapy is a possibility.

The technique, known as myoblast transfer, is relatively simple: muscle cells are taken from the father, purified and injected into the muscles of the boy. There, it is hoped the donor cells become established and generate enough dystrophin locally to correct the recipient's deficiency.

Canadian neurologists have reported treatment of eight boys in this way. Each received cyclophosphamide for immunosuppression for six to 12 months. The donor cells were injected into one arm in 55

injections 2.5 to 3 cm deep; the other arm was used as a control. Fortunately, the procedure was virtually painless and there were no local complications. Less happily, treatment was poorly effective: muscle strength increased in only three of the boys and, after one year, no dystrophin-producing cells could be found in the treated muscle.

Cystic fibrosis is another inherited disease. It causes chronic lung infections which account for most deaths. Heart-lung transplant offers a long-term therapeutic option but, as Dr Magdi Yacoub and colleagues report, very intensive drug therapy is also required.

Seventy-nine patients spent a median 32 days in hospital, including from one to 93 days in intensive care. Immunosuppression was achieved with cyclosporin or prednisolone, azathioprine and antithymocyte globulin. Inotropic support in intensive care was achieved with dopamine, with in some cases adrenaline, noradrenaline or isoprenaline.

Prophylaxis against infection included life-long inhaled colistin; flucloxacillin,

co-trimoxazole, acyclovir and nystatin. Over 90 per cent of patients experienced at least one acute rejection episode, which was treated with methylprednisolone.

Respiratory tract infections were due to the common respiratory pathogens (such as *Pseudomonas aeruginosa*), cytomegalovirus and fungi. Ten patients developed grand mal seizures. Immunosuppression was reduced in four patients due to lymphoproliferative disorders, two of whom died. The risk of obliterative bronchiolitis, due either to chronic rejection or a viral infection, was 48 per cent after three years; treatment involves an increase in immunosuppression or another transplant.

All patients are now part of a programme of long-term care, with regular monitoring of lung function and cyclosporin levels. Despite these formidable obstacles, 49 per cent of transplant recipients were alive after three years. *Neurology* 1993; 34: 8-17. *European Respiratory Journal* 1993; 6: 965-70. SC 13/08/93 1



Research Digest is a regular series written by drug information specialist Steve Chaplin MRPharmS, looking at the current developments in medicine

Attitudes to asthma medication

Now that the focus of managing asthma is on prophylaxis, attention is turning towards persuading people to use their inhaled steroids. Although symptoms are linked to steroid use, the association between dose and symptom relief is not as immediate as it is for bronchodilators. And, when the benefits are unclear, people's attitudes to their drugs become important.

Researchers in Aberdeen interviewed 320 people with asthma who expressed their views on how they felt about their prophylaxis, drug treatment generally and the impact of their symptoms on everyday life. The participant was part of an educational programme.

There were four clusters of attitudes: dislike of prophylaxis and treatment, dislike of disability, illness and impaired lung function, dislike of using an inhaler, and wheezy in public. Worry about asthma affected relationships. Dislike of medication was not related to any other attitudes about asthma — contrary to expectations, dislike of disability did not predict greater acceptance of medication.

Looking particularly at

inhaled steroids, two attitudes significantly correlated with a dislike of regular prophylaxis: a dislike of inhaled bronchodilators and a dislike of daily medication. Interestingly, 42 per cent of those who disliked inhaled steroids generally were happy with their own particular steroid.

These findings contradict the common belief that people with asthma dislike steroids and like bronchodilators. Instead, it seems that some people just dislike medication despite concerns about their symptoms. *Thorax* 1993; 48: 827-30

Benefits of intensified insulin treatment

The Stockholm Diabetes Intervention Study was begun in 1982 to determine whether the possible reduction in long-term complications of diabetes from closely controlling blood glucose levels could be achieved in practice. Now, the results of eight years' intensified treatment of 48 patients have been published and compared with

conventional management in 54 patients.

The study shows that intensified treatment — involving education and reinforcement, closer doctor-patient contact, home monitoring of blood glucose and self-regulation of dosage — significantly lowers blood glucose levels and reduces the incidence of microvascular complications.

Compared with conventional management, the frequency of serious retinopathy or impaired vision was halved to 27 and 14 per cent respectively. Nine patients receiving standard care developed nephropathy but only one of those receiving intensified treatment did so, and nerve conduction abnormalities were significantly fewer too. Overall, the relative risk of retinopathy was 0.4 and, for nephropathy, 0.1.

It is still too soon to judge whether the long-term disability of diabetes can be reduced by this regime, which concentrates not on the use of insulin itself but on improving understanding and motivation. Even with intensified treatment, blood glucose levels remained above the normal range. As the authors say, the numbers may be small but they all point in the same direction. *New England Journal of Medicine* 1993; 329: 304-9

Treating nortriptyline's adverse effects

It is supposed to be bad practice to prescribe one drug to treat the adverse effects of another, a group of American psychiatrists have attempted to ameliorate the adverse effects of nortriptyline in elderly people by prescribing bethanechol.

Bethanechol is a choline ester formerly used to treat urinary retention; the frequency of its adverse parasymphathomimetic effects, including colic, bradycardia and sweating, resulted in its decline. Nevertheless, 26 elderly people with depression were stabilised on nortriptyline, then randomised to receive placebo or bethanechol 10mg three times daily for a week.

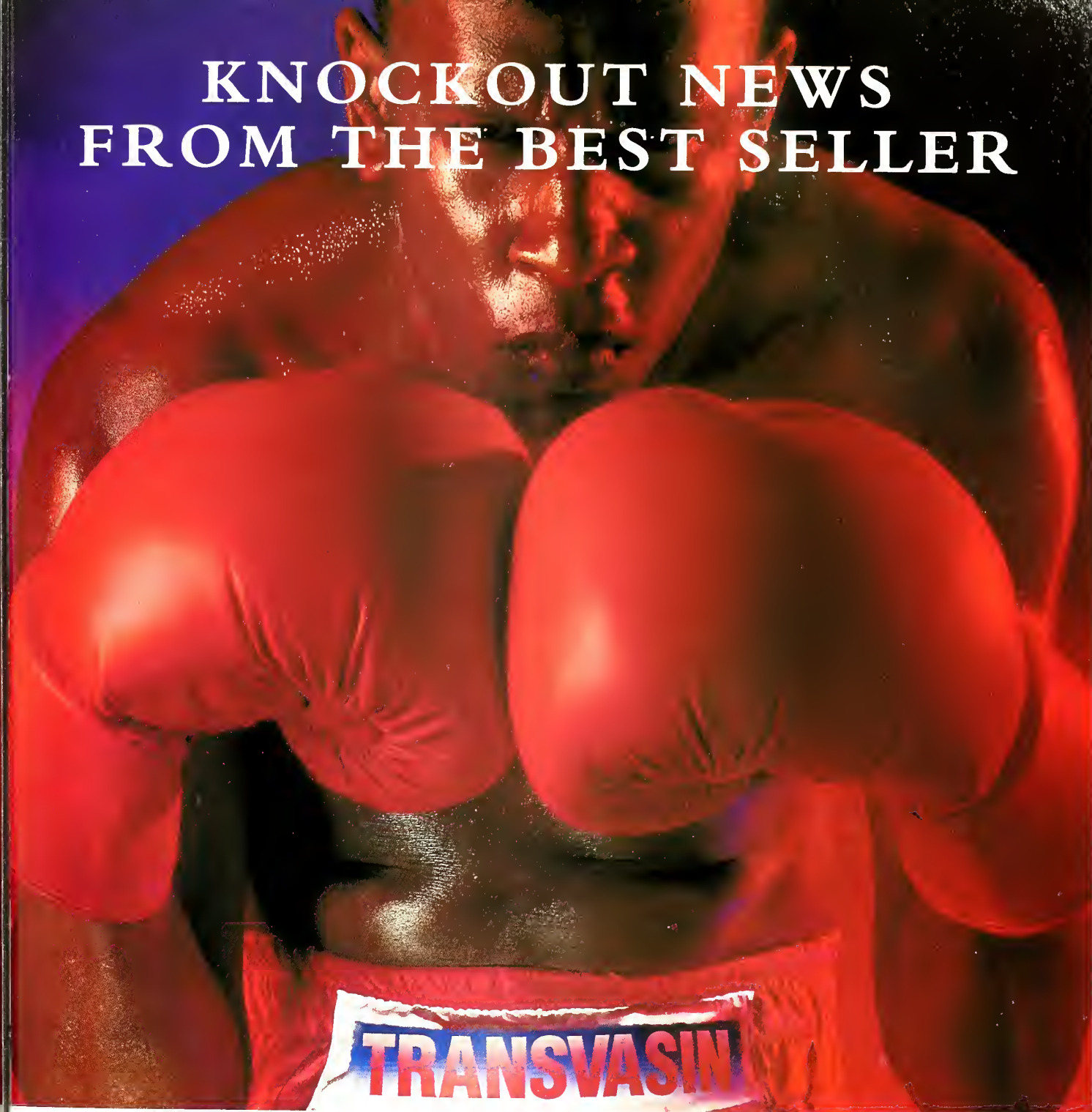
As anticipated, nortriptyline

improved symptoms of depression but caused dry mouth, constipation, blurred vision and thirst in most patients. Bethanechol significantly reduced the severity of dry mouth and blurred vision, and tended to improve constipation with no adverse reactions reported.

Whether adding bethanechol to established treatment with tricyclic antidepressants is preferable to opting for a different class of antidepressant is uncertain. The newer agents have problems of their own, so bethanechol should perhaps be welcomed as at least widening choice.

American Journal of Psychiatry 1993; 150: 1249-51

KNOCKOUT NEWS FROM THE BEST SELLER



TRANSVASIN

Transvasin Heat Rub is a big hit! Widely prescribed and recommended by GP's for more than twenty years, it has a heavyweight reputation for providing effective relief.

So much so that it continues to be the biggest selling single heat rub pack in the topical analgesic market.

Now, here's news that will knock you out! The strongest ever brand support campaign ensures the strongest opportunity for even more profitable growth.

We're leading the way with a hard hitting national consumer advertising campaign and knockout promotional offers.

Transvasin Heat Rub is now also available in a new bigger value 80g pack. So the Transvasin range of 40g, 80g, and heat spray, provides even more sales opportunities.

So, if you want rapid effective relief for your customers - and rapid effective sales for yourself - back the champion: stock up with Transvasin, now.



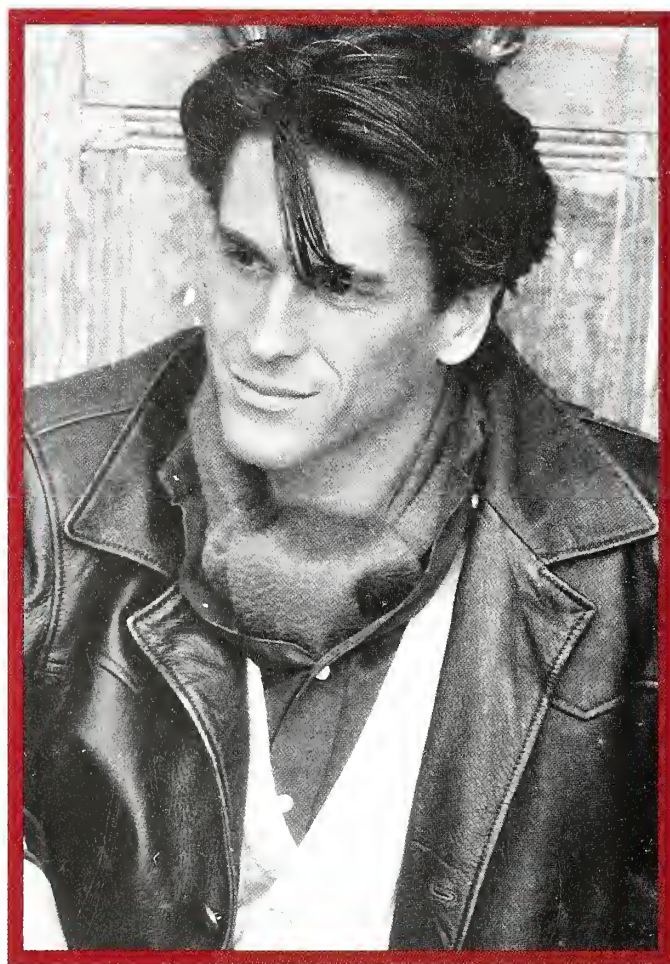
 Seton
Healthcare Group plc

Seton Healthcare Group plc, Tubiton House, Oldham OL1 3HS, England. Telephone: 061-652-2222

Transvasin is a Trade Mark of Seton

SEE YOUR SETON
REPRESENTATIVE
FOR MAJOR
SEASONAL
OFFERS

men ONLY



Men taking care of their appearance is now commonplace, with 60 per cent purchasing their own toiletries compared to 30 per cent 10 years ago. And they're starting young too, with many under 16s using bodysprays.

C&D examines the changing face of the male toiletries market

The male grooming market has traditionally been dominated by image and fragrance-led products. These elements are still important, but manufacturers now realise that to turn men into more regular purchasers of their products their functional appeal has to be emphasised.

The male toiletries market is relatively young and is growing at the rapid rate of about 10 per cent a year. It is currently worth £525 million (Nielsen). The fastest growing sector is male shampoos, which increased 63 per cent in the last year, then, year to May/June. But this has grown from a very small base and is now worth £3.24m.

The largest category is fragrances, which includes aftershave and body toiletries, now worth some £1.5m, but only up 2 per cent in the year. Body sprays are growing much faster — up 28 per cent in last year in a sector worth £104m. Bath and shower products are performing well, with an increase of 19 per cent in the last year, now worth £20.3m.

Men's shaving products have had a good year, spurred on by

innovative products such as aftershave conditioning balms. The sector grew 16 per cent to £42.4m. APDs and deodorants were up 15 per cent. In fact, the only declining sector is talc, which dropped 12 per cent last year.

As tends to happen in all areas of the toiletries market, new trends begin in the prestige sector and trickle down to the mass market products. In the past year we've seen aftershave soothing balms take off, most containing moisturising ingredients.

Changing attitudes

British men have certainly changed in their attitude to grooming and appearance, but the average male is still a long way off using products such as moisturisers on a daily basis. Manufacturers are wise to this, realising that men have to be gently persuaded to change their habits. The most effective way of achieving this is to introduce skincare concepts into the shaving products which they already use. Hence the emergence of hydrogels, aftershave balms, shaving gels and moisturising ingredients in

the majority of mass market ranges.

Examples of these include the launch of Gillette series at the beginning of the year, which combines fragrance, image and functionality, Brut Aquatonic, Old Spice Hydrogel, Lynx aftershave cooling gel.

Men no longer seem to be clinging to their macho image with such fervour. Most ranges now including variants for sensitive skin which are proving extremely popular — to hint that a man's skin was anything but tough a few years ago would have been unthinkable.

The other main driving force behind the male market has been the trend to new freshness. This began with premium fragrances, such as Aramis' New West, and has trickled down to the mass sector, where the new fresh, citrus notes can be found in new ranges such as Gillette Series and Brut Aquatonic.

In the mood

Mood enhancing fragrances have been making inroads in the female fragrance sector, with recent launches by Yardley and Potter & Moore. The first mood enhancing fragrance for men, Guy Laroche's Horizon, has just been launched into the prestige sector. If it's a success, expect to see the trend emerge in the mass market in the near future.

Despite their practicality, unisex products are losing favour among men, and they're now demanding products designed for them, just as women have done. In the past

year we've seen male specific shampoos grow 63 per cent. Another good example of this is the male shower gel sector, which is growing at a rapid rate of 33 per cent a year, now accounting for £20m. Bath additives, however, are twice as popular with women and are only used by 36 per cent of men (Key Note report, 1992).

The growth of male shower products has mostly been fuelled by increasing participation in sports and exercise, part of the trend to healthy living in general. According to Elida Gibbs research, some 76 per cent of men carry toiletries with them for use after sport and exercise. Anti-perspirants, deodorants and body sprays account for 57 per cent of these products.

Lynx success story

The Lynx brand continues to storm ahead since its launch in 1985 of the first men's body spray. Sales have grown from £1.5m at launch to a massive £65m now, claiming around 70 per cent of sales in this market. The brand has kept men's interest by the policy of introducing a new fragrance each year with innovative television advertising to match.

Only ten years ago two-thirds of men were happy to trust their partner's judgement when it came to purchasing toiletries. Now 60 per cent have mustered the confidence to go out shopping and buy these products for themselves, with the average spend on grooming products totalling £80 a year, according to research for

A kinder cut

Daily shaving is a tedious fact of life for the majority of men. But manufacturers are now doing their best to make it a less painful experience, with high performance system razors and moisturising gels and foams the order of the day

Let's face it, shaving is a bore. At a time of day when you barely have the strength or inclination to lift a toothbrush, most men feel they have to scrape or mow their face bare before they are fit to be seen in public.

Yet increasingly, help is at hand. Toiletries manufacturers, while well aware that all that is necessary for a functional shave is soap and hot water, are providing ever more sophisticated products to make shaving an enjoyable and self-image enhancing part of the day.

And it's big business. The shaving preparations market

alone is worth £45.6 million (Colgate-Palmolive), of which foam accounted for £25.4m, gel £14.6m, cream £5m and sticks £2.7m. The sectors was up 12 per cent on the previous year as a whole, with gel growing a massive 72 per cent. Pharmacies and drugstores still account for 50 per cent of sales and claim 80 per cent of traditional creams. Independents grew their share of the market by 10.7 per cent last year (Colgate-Palmolive).

"While the basic functional ingredients of a shaving soap are there to soften the beard, lubricate the razor, moisturise the skin and give a close shave,

men demand more," says Michael Bealing, chemist development manager for Colgate-Palmolive, "men also expect their shaving soap to have an acceptable fragrance, be non-irritating to the skin, to readily adhere to the brush and to be easily rinsed off."

Innovation

It is this demand from the market which has led to a variety of additions to shaving soaps - fragrances, moisturising ingredients and sensitive skin variants. Only a few years ago to suggest that men had sensitive skin which required special products would have been implausible. Yet their popularity has grown rapidly and these variants now account for 11 per cent of sales.

There is almost an age profile across the available shaving soap formats, with the more recent the formulation, the younger the likely buyer.

This has important implications for pharmacies, who tend to be used by the more conservative for their shaving products.

While the foam market is generally declining, it provides an opportunity for growth in the pharmacy as it is preferred by older men. Some 39 per cent of the shaving soap market in pharmacy is in foams, compared to 25 per cent in gels.

Nevertheless, gels as a whole

are growing so fast that pharmacies cannot afford to ignore them either as a potential growth area.

"Palmolive is perceived as a more traditional brand in the UK than, say, Gillette," acknowledges Mr Bealing. "The typical Palmolive user is older, more self-assured, interested in the benefits of a product. The Gillette user is more interested in image."

The sharp edge

At Gillette, trade marketing controller Martin Williams sees the most dynamic sectors of the shaving market as systems razors, such as their own Sensor, and aftershave conditioning balms.

The blades and razors market is now worth some £100m, growing at around 15 per cent a year. Some 68 per cent of sales go to systems razors, while disposables are losing share.

The biggest launch in the male mass market this year has been the Gillette Series range, including shaving gels and foams, deodorants and bodyspray, plus aftershave conditioner. The range is being backed by an on-going £15m support programme, which includes television advertising linking the range with the Sensor razor and continuing the "Best a man can get" theme.

Continued on p494

Sterling share of trade

| | Year to June 1992 | Year to June 1993 | Year ago % change |
|-------------------|----------------------|----------------------|----------------------|
| Total | 100% | 100% | +8% |
| Chemists | 45.5% | 44.8% | +7% |
| Drug stores | 9.3% | 9.6% | +12% |
| Grocers | 18.6% | 20.3% | +18% |
| Department stores | 18.3% | 16.7% | -1% |
| Other sources | 8.3% | 8.6% | +13% |

Source: Nielsen

Gillette. But don't get too carried away by the hype about the New Man — the average male still has a long way to go before he'll be happy to use cleansers, toners and face packs!

At Gillette, trade marketing controller Martin Williams believes that mass market male fragrances have great potential for growth, and will take advantage of the lack of innovation in general within the male fragrances market.

British men are conservative by nature and need to be gently persuaded to try something new. In the pharmacy they need to be

treated tactfully — make him uncomfortable and he'll be out of your shop like a shot!

Stocking a comprehensive range is important. It may seem that no-one uses shaving foams, creams or sticks any more, but bear in mind that it's generally only younger men that use the gels and new products, says Michael Bealing, chemist development manager at Colgate-Palmolive.

And don't underestimate the importance of attractively displayed, easily accessible stock. Men are not browsers by nature, and if they can't find what they're looking for quickly then they'll go elsewhere.

Sterling sales (£000) Great Britain

| | Year to June 1992 | Year to June 1993 | Year ago % change |
|------------------------|----------------------|----------------------|----------------------|
| Bath and shower | 17060.0 | 20363.0 | +19% |
| Body sprays | 39456.0 | 50489.0 | +28% |
| Deodorants | 49200.0 | 56452.0 | +15% |
| Male fragrance | 214595.0 | 218063.0 | +2% |
| Men's hairdressing | 22294.0 | 24922.0 | +12% |
| Men's shaving products | 36410.0 | 42242.0 | +16% |
| Shampoos | 1990.0 | 3240.0 | +63% |
| Talcum powder | 11472.0 | 10043.0 | -12% |

Source: Nielsen



Colgate-Palmolive target the more conservative consumer

Male toiletries spell big business



More than three quarters of young men say they're more concerned about looking good and smelling fresh than ever before (source: Elida Gibbs independent research). So getting in on the male toiletries boom could be the smartest move you've ever made

According to Elida Gibbs, the number one manufacturer of male toiletries, the secret of success is in the timing.

Christmas is a time when merchandising with Christmas in mind has the most profit potential just around the corner, the time is right to capitalise on opportunities.

To help you, Elida Gibbs have put together the following tips, which will provide guidelines on how to make the most of male toiletries all year round, and particularly in the important run up to Christmas.

Maximising impact

- Position your male toiletries fixture adjacent to unisex deodorants and shower gels.

The natural link between these categories creates greater Impact in store, bringing mutual benefits to all products.

- Many customers buy male toiletries on impulse, so site your fixture in a high traffic flow area.
- Use point of sale material to create awareness of special

activity and promotions in store. It is proven to enhance, promote and sell products.

- Offer a broad range, but don't feel you have to stock every brand. The space you give to each brand should roughly reflect its market share.

For information on how brands are performing, keep an eye on the trade Press or ask your sales representative.

- Place more functional items such as shaving foams and talcum powders on bottom shelves, and more innovative

fragrance products such as body sprays, after shave gels and balms to eye level to attract interest and draw people into experimenting with new lines.

- Use the "personal ambience" advantage that pharmacies have by training your staff to pay individual attention to customers and to be knowledgeable about male toiletries.

It is important to take time with customers in this way since there are plenty of places shoppers can buy male

toiletries, so showing you understand and are willing to help can make all the difference.

Making the most of Christmas

Christmas provides a great opportunity for the pharmacy. Elida Gibbs estimate nearly a third of all male toiletries are sold in November/December (source: Nielsen) — and half of their Christmas packs sell through pharmacies. So if you miss out at this time of year you are missing out on significant profit potential in male toiletries.

The following tips will help you capitalise fully on the Christmas market:

- Stock up on Christmas gift packs. Some 70 per cent of men normally receive toiletries as a Christmas gift, (source: Elida Gibbs independent research) so there are plenty of gift buyers out there.

Consumers particularly like packs which provide unusual product combinations and which are visually appealing, so look out for well designed and striking packs.

- Create an eye-catching Christmas window display to attract people into your shop and generate awareness of Christmas packs.

Ask your sales representative if he or she has special presentation units, or for their advice on arranging an appealing display.

- Back this up in store with colourful point of sale material. Visual impact is particularly important at Christmas, when shoppers are looking for an attractive gift.

- Although there are many brands available it is those supported by substantial advertising campaigns that will catch customers' attention. So stock ranges advertised on television — these will be the lines your customers ask for.

- Remember to stock up on individual items such as after shave and body spray, which make excellent stocking fillers.



An Elida Gibbs' Christmas

Elida Gibbs are the number one manufacturers of male toiletry Christmas packs and this year are offering their widest ever selection from top fragrance ranges Lynx, Brut for Men, Brut Aquatonic, Hero and Denim.

Elida Gibbs is supporting these brands with an £11 million television advertising campaign this year, with the major push reserved for before Christmas.

Lynx

The Lynx selection of gift sets includes the Lynx Travel Bag — a smart black wash bag, which contains after shave, body spray and shower gel, and the Lynx Razor Pack, which contains body spray, after

shave and a silver razor. Lynx Travel Bag — target retail £11.99. Lynx Presentation Set — target retail £9.69. Lynx after shave and body spray — target retail £5.65. Lynx body spray and shower gel — target retail £4.05.

Brut for Men

The classic range is available in three gift set combinations. deodorant spray and shower gels target retail £3.90. Deodorant, shower gel and talc — target retail £5.85. Light after shave and deodorant spray — target retail £6.90.

Brut Aquatonic

Newly launched Brut Aquatonic is available in two gift sets, which will make ideal gifts for the younger man. Body spray and shower gel — target retail £4.30. Light after

shave and body spray — target retail £6.95.

Hero

This stylish fragrance range is available in two gift sets this year. Body spray and shower gel — target retail £4.99. Body spray, after shave and shower gel — target retail £8.35.

Denim

This ever popular range is available in a choice of three gift sets. Deodorant and shower gel — target retail £3.49. Deodorant, shower gel and talc — target retail £5.25. After shave and deodorant — target retail £6.25.

- Elida Gibbs has produced a guide to selling male toiletries. To request your copy please write to Elida Gibbs Guide, 22 Endell Street, London WC2H 9AD.



Continued from p491

"Men are taking grooming more seriously," believes Mr Williams. "They now spend 23 minutes a day on their appearance. They're becoming much more experimental too." And it's not just the young men who are trying out the new products, he says. Their



Shaving through the ages

The use of plain soap for shaving goes back to ancient times, but by the Victorian era the shaving stick had been developed. While this needs a brush to apply, it does have the advantage of better beard softening.

It wasn't until 1923 that the shaving cream hit the market, offering the advantages of high moisturisers, a neutral pH and a brushless shave, but with the downside of not rinsing away so easily. However, it is still regarded as the best lubricant for a razor on the market today.

In 1959 the shave foam was developed. A compromise product in a convenient format, apart from its novelty it offers good lathering and moisturising, and it rinses away easily. On the downside, it is not the best product at lathering, lubrication or moisturising.

In 1988 the pendulum swung back towards a soapier product with the introduction of shaving gels. This is essentially soap in a bag, with the bag inside the can, surrounded by propellant. The action of the propellant is to squeeze the bag to deliver the soap. Because it is largely soap, the product is closer in character to the shaving creams – excellent lathering, moisturising and lubrication, combined in this case with rinsability and a convenient package. The only downside for the consumer is the cost; there is a 50 per cent premium on the price over foams.

Series aftershave conditioner, a best seller in the range, is being purchased right across the age range.

Elida Gibbs have added aftershave balms to their Lynx and Hero ranges this year. Both contain soothing and moisturising ingredients.

Mr Bealing at Colgate-Palmolive, however, believes

Gillette Series, a range based on functionality and image-led products

that the shaving market is inherently conservative. "It is brand conscious; people don't take risks in habitual markets and on top of that, men tend to be much more creatures of habit. shopping is not a recreational pass-time for men.

"We see it as a fairly straight forward market sometimes made overly-complex. We say to independent pharmacists, see what Boots and Sainsbury are doing because they are being successful with fewer products and by clear merchandising."

Disposable assets

In the disposable razors sector, market leaders Bic believe that these products represent the greatest potential for pharmacies, according to sales director Gerald Burgess.

"Systems are an expensive commodity, not just in terms of initial cost, but in the time the retailer has to spend merchandising the racks," he says.

Biro Bic are spending £2m on television advertising for their razors over the coming year.

Numark have issued a new insert on male grooming products for the A-Z Manual which serves as a merchandising guide for its retail members.

The planogram addresses recent market developments in the fast growing sector of men's toiletries, recognising new ranges such as Gillette Series.

It also illustrates the recommended space allocation for the product group which the pharmacist can adapt to his own layout.

Wet v dry

Although dry shaving with an electrical or battery operated shaver may seem quicker and more convenient, some 72 per cent of British men prefer the razor and foam approach. This 70/30 wet dry ratio has remained the same for several years and looks unlikely to change much.

Philips remain optimistic and recently added four new shavers to their Philishave range. All are mains/rechargeable with universal voltage. Features include improved rotary heads for a closer shave.

The Philishave brand saw volume brand share increase 4 per cent last year to 42 per cent.

With the traditional electric shaver season coming up, the company has joined forces with male fragrances brand Cacharel in a special promotion. Until the end of October, purchasers of any Philishave priced between £45 and £95 will be able to claim either a 50ml bottle of Cacharel pour l'homme aftershave (worth £19.95) or £10 cashback. Consumers that buy the new HS 990 and HS 970 shavers can claim a 100ml Cacharel aftershave (worth £29.95) or £15 cash back. A showcard will advertise the promotion.

Philips will also be advertising their shavers in a national television campaign during the pre-Christmas period.

At Braun the company is spending £800,000 on promoting its range of shavers. A new television campaign for Christmas will focus on the Flex Control model, reaching 80 per cent of adults, say Braun.

The Action Line range will be promoted in youth magazines from October to December and there will be year-round coverage on MTV. The Action Line Cord model has been reduced in price to £34.99.



Braun's Flex Control



New for Philishave

Kenwood move out of the kitchen into the bathroom

Newcomers to the electric shavers market Kenwood have introduced three shavers, breaking away from the traditional black casing with electric blue instead.

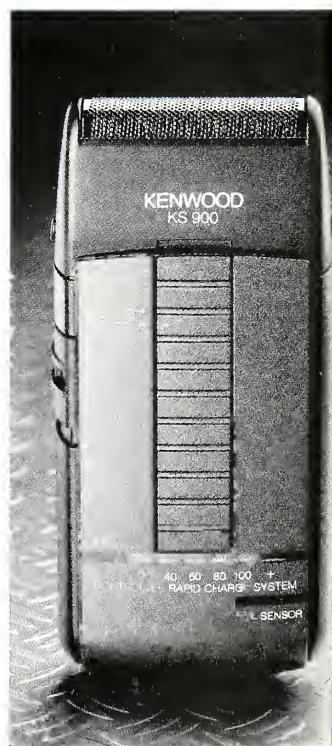
All models feature a telescopic trimmer to enable users to see better where they're shaving.

At the top of the range, the KS900 deluxe mains/rechargeable features an audible warning win the shaver needs recharging and a visible signal when the foil needs replacing. It retails at £79.99.

The KS500 (£59.99) features a 60 minute charging time with a light that changes from red to green when completed. At the budget end, the KS300 retails at £29.99. It is mains-only operated.

All models come in a carry case with a mirror.

Senior product manager Jeremy Simmons comments: "It's important to have a top model at the £80 price point because, realistically, that's what people are prepared to pay. We want to turn the top of the market into a volume market."



A BLUE DAY FOR THE BLACK SHAVER.



Take it as read.
Our superb new range
of foil shavers is causing
quite a buzz.

Hypo-allergenic
ruthenium-coated foil head.

A Patented Telescopic
Trimmer.

Proven engineering.
Luxurious travel case
with mirror.

And distinctive design.
If you don't want black
looks, be sure that you've
got plenty in stock.

KENWOOD
ELECTRIC SHAVERS

KENWOOD LIMITED, NEW LANE, HAVANT,
HANTS PO9 2NH. TELEPHONE: 0705 476000.

Fragrances get fresh

These days the words of the old song "walk like a man, talk like a man, be like a man my friend," don't carry the same overtones they did in the 1960s. In those days, even a dab of Old Spice and a man could be regarded with suspicion in the wrong company.

That was the Jurassic period of male toiletries. Today the market is worth £218 million (Nielsen, year to May/June 93) and is served by a wide range of carefully targeted products.

The boundaries are blurring between traditionally masculine fragrances, which had to include leathery, woody tones, and female fragrance, with the obligatory floral notes. The trend to new freshness, with invigorating mood enhancing notes, such as Guy Laroche's Horizon, has been strong in both the male and female markets over the past year.

Mass success

The premium end of the fragrance market is traditionally where most new trends and innovative products are conceived, with the most marketable filtering down to appear in a diluted format at the mass end, much the same as happens in the fashion industry. However, in male toiletries we have seen the most imaginative and successful products coming from the mass market end in recent years.

The Lynx brand stands out as the best example. When it was launched in 1985 it became the first male specific toiletries range, as well as being the first men's body spray. It now claims 70 per cent of male body spray sales and is growing at a rate of 30 per cent a year.

Elida Gibbs' category trade manager for male toiletries, Shray Dohan, says: "The usual appeal within male toiletries is on the basis of brand image. But Lynx is a bit of an anomaly, it is so big in terms of the market, the brand has a very broad appeal. It started as a young man's choice but has taken people with it over time, yet it still covers the youngest and most modern preeners."

Mr Dohan believes that the increase in the deodorant market has occurred because men are becoming more demanding. "We think the real growth will come from functional products such as body sprays and shower gels, which are available in a high quality fragrance."

Elida Gibbs are putting £8.8m behind Lynx this year in advertising and promotion.

Brut force

Brut for men has been repositioned this year. "We have improved the graphics and formulation of Brut. The sporting man image of the 1970s has only a certain longevity," says Mr Dohan.

Although fragrances make up the largest sector in male toiletries, the market only grew 2 per cent as a whole last year. The most innovative and successful products are coming from the mass market



Lynx keeps its contemporary, fashionable image by adding a new variant every year

"We wanted to add some more value to that and talk to younger men," says Mr Dohan. The company approached this market with the launch of Brut Aquatonic in April, cashing in on the trend to new freshness started by Aramis with New West.

Mr Dohan supports the idea that the toiletries market has split into two sections — functional products and fragrance-based products.

"The fragrance sector is relatively static; most of the growth is from the functional areas," he says.

The Gillette Series range of products, launched early this year, focuses on fragrance as well as function. One fragrance, Cool Wave, unites the entire range. Cool Wave is a fresh, invigorating fragrance with an initial clean, refreshing top note, which relates to the shaving experience, while a long-lasting base offers a masculine scent.

One trend which has moved down from the premium end to the mass and middle market is that of fashion designers moving into fragrances. A recent and successful example has been street-wise style jeans and leisure wear brand Joe Bloggs.

The primary product, The Legendary Joe Bloggs Aftershave, is described as "fashionably British". Other products include a body spray and an anti-perspirant deodorant.

The company has built on its success and introduced two new body sprays, Ice and Fusion (150ml £2.50).

Ice aims to be a cool and refreshing spray for daytime pursuits, while Fusion, a more musky, sultry fragrance, is targeted for evening wear.

Explaining the Joe Bloggs marketing strategy, managing director Shami Ahmed says: "Body sprays proved to be the most popular product within

the range and our research showed that cool and musky fragrances would be a welcome addition to our legendary Joe Bloggs fragrance, which is primarily herbaceous and floral on a sandalwood and cedar base."

Sprays go up

Research by Beauty International for their Goya brand shows that overall, 80 per cent of respondents purchase their own body sprays, with two thirds purchasing body sprays once a month or more often. The highest frequency was found in the 19 to 24 age group and some 87 per cent of respondents claimed to use a body spray every day.

Frank Vymetal, Beauty International marketing director comments: "We have identified a market gap in the male toiletries sector for a premium male body spray range. Goya body sprays are targeted at the core male user — young men of 15 to 24 — who prefer an unobtrusive daytime fragrance."

Taylor of London have detected a change in attitude towards the male use of toiletries in the UK. They are finding men much more willing to use a full range of fragranced toiletries.

Procter & Gamble are also cashing in on the new freshness trend with Boss Sport. In the light of this new fragrance the original Boss fragrance for men has been renamed Boss No 1.

The fragrance is available in the form of an eau de toilette natural body spray, an aftershave and an aftershave moisturiser.

Carter-Wallace have extended their Cossack range with the addition of a bodyspray and APD.

English gentleman

Yardley are targeting the more mature man with their new English Blazer range. "If there is one item of clothing that perfectly defines the style and traditions of the English Gentleman, it has to be the English Blazer," say Yardley. With this concept in mind, the company has launched an entire range, from aftershave, eau de toilette sprays, roll-on deodorants and deodorising body sprays.

Yardley believe that by launching English Blazer they are in step with a general consumer trend away from overpowering designer fragrances that reek of '80s excess.

For younger men the group has added Yardley Original, a rich fougere fragrance with fresh, herbal notes. A full range of products is available.

Pizazz have introduced a 200ml aftershave to their Pizazz Sport range of products.

New pharmacies placing their

first order with Pizazz Sport for a specific display unit, or for existing customers placing orders over a set amount, can choose from a holiday voucher worth £100 or a voucher for free accommodation for the weekend at a UK hotel.

On-pack promotions include the chance to win a four seater aeroplane and flying lessons.

The Molton Brown for Men line of toiletries was introduced in the Spring. It includes aftershave, aftershave soothing balm, eau de toilette spray and body splash.

New at the premium end is Kenzo for men. The fragrance claims to turn the traditional make-up of a fragrance on its head, putting traditional warm base notes at the top. The range includes eau de toilette and aftershave.

Pharmacy success

At Elida Gibbs, Shray Drohan says that the pharmacy sector still has a strong grip on the male fragrance market.

"Pharmacists should focus on their key strength of being able to stock a broad range of Christmas packs," he believes. "Some 31 per cent of the market is in this area."

He sees another strength of pharmacy in their staff, who can be educated to sell the products to the public.

"Pharmacists can add value by by selling to consumers in an educating fashion; it is a strength pharmacists should play to."



Yardley English Blazer



Pizazz Sport gains an aftershave

No sweat!

The male anti-perspirant deodorant sector has seen considerable innovation over the past couple of years. New products have included body heat responsive formulations and clear gels.

In 1991 Sure Powerstick was the first body heat responsive APD, using micro encapsulation technology. This year the technology was introduced across the entire Sure for men range. Packs have been redesigned and highlight the new formulation.

The Gillette Series range includes a new Cleargel APD and deodorant. A grid applicator ensures even distribution of the gel, which will not leave flaky residue, say Gillette. The formulation includes aluminium chlorhydrate, an odour preventing ingredient which cannot be used in traditional deodorant sticks.

Carter-Wallace have extended their Arrid Extra Dry range with the recent launch of a For Men variant in roll-on.

Elida Gibbs extended their Lynx range in April the the launch of a deodorant stick.



Elida Gibbs have included body heat responsive formulations in all their Sure for Men products

Chemist & Druggist 18 SEPTEMBER 1993

Clean machine

Men are no longer content with family and unisex brands, they want their own, just as women do. And it makes commercial sense.

Male specific cleansing products are some of the fastest growing products in the category

Today men are more conscious than ever of the need for scrupulous personal grooming and the demand for products that make this an enjoyable experience and provide a high level of cleanliness remains steady.

It is also an area where men are now demanding products which have been designed for them. Where manufacturers have listened to this request, results have paid off. The male shampoo market, although still very small, grew by 63 per cent last year (Nielsen) and the male specific shower gel sector saw an increase of 19 per cent, and is currently worth £20.3 million.

Shower mania

At Colgate-Palmolive Michael Bealing believes "Men shower more than women, who prefer to bathe." With this in mind, Colgate-Palmolive are

The company predicts the total body cleansing market will grow by 6 per cent to £434 million by the end of 1993 and estimates that this growth will come through increased use of specialist shower and bath products.

Palmolive 2 in 1 is being aimed at both men and women. "The point of the product is that most men don't admit to using skin lotion, though research shows that a significant minority do," says Mr Bealing. There are three variants available — normal, sensitive and dry.

Lynx add to share

At Elida Gibbs, Lynx has increased its stronghold in the shower gel market, recording a 16.2 per cent share. The product is available in five fragrances, of which the newest this year is Tempest. The



Palmolive 2 in 1 shower and lotion, poised for locker room use

positioning their new Palmolive 2 in 1 shower and lotion product (C&D August 14) for locker room use. The product will moisturise and cleanse skin in one easy step.

"Shower products are driven by lifestyle, it is a quicker process and often means washing out of the home, such as sports centres," says Mr Bealing.

In market research, Colgate-Palmolive discovered the first criteria for a shower product was mildness. Men as well as women indicated this need.

company maintains that Lynx is the only shower gel range targeted specifically at the male market.

Taylor of London say that, due to popular demand, they have introduced a foam bath and shower gel (rrp £3.50) into their men's range. They describe it as an invigorating gel containing a fresh citrus fragrance.

Radox Showerfresh was relaunched in April with new packaging and formulations. It now includes a For Men hair and body gel with deodorising ingredients.

The facts about garlic and heart research.

FACT: Only Kwai garlic is supported by a £12 m on-going international garlic and heart research programme.

FACT: Kwai's unique healthy heart maintenance evidence has been published in 92 studies to date.

FACT: Fourteen studies were double blind placebo controlled.

FACT: Kwai is odour-controlled with standardised alliin content to give a guaranteed allicin yield.

FACT: Allicin is confirmed as garlic's principal active agent.

FACT: The authority on garlic and heart research is

Kwai®

Highly Concentrated Garlic Tablets

Appeal shortens transfer of Welton patients

Lincoln Co-operative Chemists will be allowed to open a pharmacy in Welton sooner than originally expected.

They have won an appeal which shortens the time in which the local GPs' dispensing patients will be transferred to their prescribing lists.

Initially, the transfer was to take place over three years, but now the Family Health Services Appeals Unit has decided that the transfer from doctor to pharmacist dispensing for patients in Welton will take effect 12 months from the original decision, that is, by March 23, 1994. If the pharmacy is not available by then, the transfer will be within three months of the pharmacy opening. Patients living in Dunholme will be moved nine months after that.

But Lincs Family Health Services Authority has written to Health Secretary Virginia Bottomley complaining that the Appeals Unit has reversed local decisions which were taken in the interests of patients. The FHSA said this had acted against patient choice, a principle of the Patients' Charter.

In reply, Health Minister Dr Brian Mawhinney said that, although the Patients' Charter

did not apply in this case, it was possible that the principles of the Citizens' Charter applied.

"You will be pleased to note that Mr Melvyn Jeremiah, Under Secretary, has indicated that the Control of Entry Regulations are to be reviewed in line with the Government's commitment to be as light a regulatory Government as is possible and appropriate.

"I can assure you that your comments will be taken into account at that time."

George Sutton, chairman of Lincs FHSA Drug Committee, is pleased that the Government intends to review the Control of Entry Regulations.

"I hope this will take place soon," he said. "Lincs FHSA would welcome guidelines easily understood by the ordinary man and woman who, after all, the Regulations are supposed to benefit, together with the opportunity to take local issues into account when reaching decisions."

The pharmacy is likely to open next December or January. Lincs Co-operative Chemists' super-intendent pharmacist Peter McCree told C&D that work had already started on changing the existing grocery store to accommodate a pharmacy.

Bulgarians assess NI services

Six members of the Bulgarian National Drug Institute are visiting Northern Ireland as part of an investigation into the structure and procurement of pharmacy services in various European countries.

The first week of their visit concentrated on the legislation and licensing of medicines, distribution and procurement, drug policy and rational prescribing. Two of the team have returned to Bulgaria while their colleagues continue their trip.

This week they will visit wholesalers, manufacturers, hospitals, the health board, social services headquarters and community pharmacies. Their final day is to be spent discussing postgraduate pharmaceutical education and training.

Since the collapse of communism, Bulgaria has had to re-establish its health service. A French health consultancy group has organised this visit and others to The Netherlands, France, Portugal, Germany and Belgium.

No debate on script charges

The Government will come under further pressure not to extend the scope of prescription charges during the Conservative Party conference which opens in Blackpool on October 5.

A resolution submitted by the Coventry South East Constituency Association "deplores the possibility" that charges may be imposed on prescriptions for people who are currently exempt.

In a similar vein, a motion from East Kilbride calls on the Government to continue to provide free prescriptions for pensioners and children.

Neither motion has been chosen for debate but the prescription issue is almost certain to be raised during a debate on the Health Service.

Virginia Bottomley, Health Secretary, will recommend acceptance of a motion which congratulates the Government for continuing to improve acute and primary healthcare facilities for all patients, in hospitals and in the community, and for ensuring that the NHS "belongs to us all".

COLMAN
PRODUCTS

READ IT, DON'T TAKE IT AS READ.

Dear Pharmacist

Please be advised that **Gaviscon 250 Tablets** are only available O.T.C.

Gaviscon Tablets (60x500mg)* and Liquid Gaviscon continue to be available for prescription, and remain re-imbursable against FP10s.**

So as far as G.P. prescriptions for Gaviscon are concerned, it's business as usual.

Yours faithfully

Neil Muir

Neil Muir
Senior Product Manager

* 2 q.d.s.

** 20ml q.d.s.

DANSOM LANE • HULL • HU8 7DS
TEL. 0482 • 26151 • FAX 0482 • 25322 • TELEX 592166 RECCOL HULL
RECKITT & COLMAN PRODUCTS LIMITED • REGISTERED OFFICE: ONE BURLINGTON LANE, LONDON



GAVISCON

KEEPS ACID WHERE IT WORKS, NOT WHERE IT HURTS

Further information is available from **RECKITT & COLMAN** Reckitt and Colman Products Ltd., Dansom Lane, Hull, HU8 7DS.

Product Information. Active Ingredients: Liquid Gaviscon: Sodium alginate BP 500mg, sodium bicarbonate Ph. Eur. 267mg, calcium carbonate Ph. Eur. 160mg per 10ml dose. Gaviscon 250 Tablets: Alginic acid BP 50mg, sodium bicarbonate Ph. Eur. 85mg, aluminium hydroxide gel BP 50mg, magnesium trisilicate Ph. Eur. 12.5mg per tablet. **Indications:** Liquid Gaviscon: Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. Gaviscon 250 Tablets: Heartburn and acid indigestion. **Contra-Indications:** None known. **Dosage Instructions:** Liquid Gaviscon: Adults and children over 12: 10-20ml, children 6-12: 5-10ml liquid after meals and at bedtime. Children under 6: Not recommended. Gaviscon 250 Tablets: Adults and children over 12: 2 tablets to be chewed thoroughly before swallowed. Children under 12: Not recommended. **Note:** 10ml liquid contains 6.2mmol sodium. One Gaviscon 250 Tablet contains 1.02mmol sodium. Both liquid and tablet forms of Gaviscon are sugar-free. **Retail prices:** 100ml £1.60, 200ml £2.86, 24 tablets £1.95. **Product Licence Nos:** 44/0058 Liquid Gaviscon, 44/0103 Gaviscon 250 Tablets. **Legal Category:** GSL. **Product Licence Holder:** Reckitt & Colman Products Limited, Dansom Lane, Hull HU8 7DS. GAVISCON is a registered trademark. **Date of preparation:** 17/8/93.

Welfare milk scheme propped up in Birmingham

The welfare milk scheme through community pharmacies in Birmingham has become a victim of its own success, as higher than anticipated demand has led to a shortage of funds.

The four participating health authorities say the Department of Health is not prepared to cover their costs, so they are scrapping the cost plus 7.5 per cent agreement reached with the local pharmaceutical committee two years ago.

A stop-gap agreement has been put together which will remain in place until April 1994, when it is hoped the framework for a national scheme will be in place. But the LPC "is not in a position to offer advice to contractors or even to recommend or reject the scheme".

The revised scheme, which will apply only in the Birmingham area, becomes effective from October 18.

Trevor Solomon, LPC secretary, has told East Birmingham Health Authority that because of the radically different

remuneration system, any decision to participate or not must be made by each contractor taking into account his or her own circumstances.

He understands Boots and Lloyds are participating in the revised scheme, but does not know how many other contractors will continue to supply welfare infant formulae.

Participating pharmacies will be able to purchase complete outers of product, whether for use on the welfare food scheme or for normal sale, at concessionary prices from AAH and Unichem at a cost less than the reimbursement amount.

The Birmingham health authorities will then reimburse pharmacists at a rate of £5 per token or their normal retail price if this is lower.

"The new arrangements will lead to a reduced margin on each token reimbursed. However the majority of pharmacists should benefit from the improved margin on their overall milk sales," say the HAs.

Pharmacist charged for pavement photo board

Reading pharmacist Richard Peskett has removed a minilab advertising board from outside his pharmacy because of a new £100 display charge issued by Reading Borough Council.

The Council have angered traders by charging £100 for a licence to allow them to display boards and goods outside their premises.

Mr Peskett, owner of Peskett Pharmacy in Christchurch Road, informed the Council of his board's removal. They responded by saying the board was still in place and demanded payment.

Mr Peskett told C&D: "It is difficult to tell if the loss of the board has affected us as it has

only been a few weeks. But we are without a means of advertising our one-hour developing and printing service."

Russell Godfrey, client officer for Reading Council's Highway Department, admitted he had received letters of complaint from traders.

"We are under a duty to act on behalf of those members of the public who complain about obstruction of the highway by traders," he says.

The £100 charge is to cover the administration of the scheme: sending of letters, postage and the despatch of people to measure and mark out the agreed working area, he explained.

Scottish year

A total of 46,573,352 prescriptions were dispensed in Scotland between April 1, 1992 and March 31, 1993. Just over 50,000 were dispensed by appliance suppliers. The average cost per script was 759.81p for pharmacists only and 766.37p for pharmacists and appliance suppliers.

May prescriptions

Some 3,880,522 scripts were dispensed in Scotland in May. Appliance contractors

dispensed 4,995. The average cost was 783.34p for pharmacists only, 790.55 for pharmacists and appliance suppliers.

NHS self-diagnosis

New guidelines have been issued to help NHS boards become more effective. *Healthy NHS Boards* is available from the National Association of Health Authorities and Trusts, price £6 (members) or £8 (non-members).

HANIMEX NEW 110 MOTOR CAMERA

HANIMEX 110EFTM
EASY CARTRIDGE LOAD
MOTOR WIND
BUILT IN FLASH
TELEPHOTO & NORMAL

Trade £10.20 B.C.P. £9.69
Guide £14.99

PLUS
FREE KODAK GS110-24 6
SHOTS FREE
WITH EACH CAMERA
Worth £1.34 at Best Cost Price

EFFECTIVE COST OF CAMERA £8.35

FOR MORE INFORMATION
PHONE OUR HOTLINE
0485-533393

Eastland House, Westgate, Hunstanton, Norfolk, PE36 5EW Tel 0485 533393 Fax 0485 533244



"Weleda's homoeopathic medicines - they definitely bring people into the shop."

Chris Gifkins M.R. Pharm. S.



Weleda offer:

- The widest range of OTC homoeopathics in the UK
- Comprehensive range of 26 indicated natural medicines.
- Full range of Pharmacy Only products and pharmaceutical specialities.
- Full range of Weleda toiletries.
- Regular training for pharmacists and pharmacy assistants.

Generous POR on all products.

For full details, please call:
0602 309319 and ask for Tele-sales.
Or fax your order:
0602 440349.

WELEDA

Harnessing the Power of Nature for Health

Weleda (UK) Limited, Heanor Road, Ilkeston, Derbyshire DE7 8DR



More people use Optrex than the leading Analgesic Brand.

Who'd have thought it? Optrex is now used by one in four adults.

In fact, more people now use Optrex than the leading analgesic, the leading cough medicine and more than the most popular indigestion remedy. At this time of year it's among the top 10 selling healthcare brands in pharmacy, and puts



6 times more cash through the till than its nearest eye care competitor.

There is two million pounds in new advertising support starting in August, so Optrex is set to grow even stronger.

So to avoid a headache of your own make sure you put plenty of Optrex where your customers can see it!

†Total market, all sectors, RSGB *Source, Independent Retail Audit, May-June 1992

OPTREX LOTION AND DROPS. Solution containing distilled witch hazel B.P.C. 13.0% v/v. Preserved with Benzalkonium Chloride 0.005% w/v in a solution buffered with Borax and Boric Acid. **USES:** For the relief of minor eye irritations caused by dusty or smoky atmospheres, driving or close work. **DOSAGE AND ADMINISTRATION** LOTION Bend head slightly forward, apply the eye bath, ½ full, and rock the head from side to side for at least ½ minute keeping the eye lid open. **DROPS.** Gently squeeze 1 or 2 drops into each eye. **CONTRA INDICATIONS** Not suitable for use whilst wearing hydrophilic (soft) contact lenses. **SIDE EFFECTS** May occasionally cause hypersensitivity reactions. **PACKAGING QUANTITIES** LOTION Bottles containing 110ml and 300ml G.S.L. **DROPS** 10ml and 18ml [P]. R.S.P. Lotion 110ml with eye bath £2.75. Lotion 110ml £2.35 Lotion 300ml with eye bath £3.99 Drops 10ml £2.25 Drops 18ml £2.85. P.L. Lotion 0062/5000 Drops 0062/5003 Crookes Healthcare Ltd, Nottingham NG2 3AA. **CLEARINE.** Solution containing Distilled Witch Hazel B.P.C. 12.5% v/v Naphazoline Hydrochloride B.P. 1968 0.01% w/v (as preservatives) Benzalkonium Chloride Solution B.P. 0.008% v/v Methyl Hydroxybenzoate B.P. 0.02% w/v Propyl Hydroxybenzoate B.P. 0.005% w/v. **USE** For the temporary relief of redness of the eye. **PRECAUTIONS** Not recommended for use in children under 12 years of age. **DOSAGE** 1 or 2 drops in each eye, no more than four times daily. **CONTRA INDICATIONS** Not to be used by persons suffering from glaucoma or serious eye diseases or persons who have had previous eye surgery. Persons being treated for high blood pressure, depression, heart disease, diabetes or increased thyroid gland activity should consult their doctor before use. Not to be used by contact lens wearers whilst wearing lenses. **SIDE EFFECTS** May cause transient irritation and stinging. Continued use of this product may increase redness of the eye. **PACKAGING QUANTITIES** 10ml plastic bottle [P] R.S.P. £2.65. P.L. 0062/0024 Crookes Healthcare Ltd, Nottingham NG2 3AA



Colehill Pharmacy urge Council to abide its decision

Commenting on the letter from Martin Wakeling, head of corporate affairs at The Boots Company, about collection and delivery services to the grocery store at Colehill (C&D September 4, p380), I would like the Society's Council to take a look at my following rebuff of his arguments.

It is correct that there has been a collection and delivery scheme operated by dispensing doctors for some years and such services ceased operating in January 1993. The services now operated by Boots the Chemists at Wimborne and Walford Mill Pharmacy are completely new, bearing in mind that Walford Mill Pharmacy has only been in existence for nine months.

Remarks by Mr Wakeling such as "a collection and delivery service has been provided by Boots the Chemists store and another pharmacy for several years" are quite misleading! One of the grocery store collection points is only a stone's throw away from Colehill Pharmacy.

Mr Wakeling is no doubt concerned and is arguing about the "interest and choice of patients". But, in fact, their delivery service is causing the opposite. The collection and

delivery of prescription medicines to the grocery stores is seriously undermining this essential small pharmacy's existence. If it is forced to close, then there would be zero choice at Colehill — and depriving Colehill residents of a full pharmaceutical service is definitely not in their interest.

The delivery of prescription medicines at grocery stores is at best a second rate service because there is no pharmacist supervision on-site, and the queries and advice which are often needed are not available on the spot.

If Boots are allowed to get away with this, it would have unprecedented consequences. It would mean they can set up collection and delivery points next to doctors' surgeries anywhere in the land. Where do these activities lead us, the independents?

Geoffrey Tan
Colehill Pharmacy

Trouble with an open house ...

I received in the post last week an invitation to the Neighbourhood Retailing Exhibition at Wembley, which is running alongside Chemex. I was surprised to discover a note

informing me of the attractions at Chemex and that I would be welcome there.

I realise that there are people other than pharmacists who have good reason to attend Chemex, but I was not aware that it was open to every retailer who attends a neighbouring exhibition. It follows that some exhibitors may find themselves talking to people who cannot legally buy their products. I wonder if they are aware of that?

Graham Brack
Truro

Pharmacists are whipping boys

I refer to Mr Lakhani's letter (C&D September 4) where he had been informed by a representative from Pharmax that Effico Tonic was to be moved to the GSL category due to the lack of support from pharmacists.

On quizzing the marketing department of Wellcome on their low profit on return for Zovirax cold sore cream, it was implied that their similar policy was partly due to the lack of support by pharmacists for Wellcome's cough and cold ranges — shown by the fact that the Vicks cough range had toppled Wellcome's range from

the number two position.

We are now in a ludicrous situation where pharmacists are being used as whipping boys and made to pay for the faults of marketing departments of OTC companies.

A Patel
London N13



Ann Crockett of Crookes Healthcare presents a £30,000 cheque to Tina Funnell, director of the National Eczema Society, for the charity's training and educational programmes on behalf of the E45 brand. The training initiative aims to create a greater understanding of the condition among healthcare professionals

As a Retail Pharmacist you simply must read this advertisement.

Format Pharmaceuticals are a major supplier of:

- Imported Pharmaceuticals
- Brand name generic items
- Fine fragrances
- OTC Items



FORMAT

PHARMACEUTICALS

8 BAILEY HOUSE, STARGATE INDUSTRIAL ESTATE, RYTON, TYNE & WEAR NE40 3EX.

TEL: (091) 413 1014

FAX: (091) 413 1762

Quality is our main aim

- Quality products with continuity of supply.
- Quality service at all times
- Quality deliveries
- twice a day delivery within a 60 mile radius.
- Next day service for national deliveries.

Congratulations and Best Wishes to

Format Pharmaceuticals

on their re-location to new and improved premises from the following supportive Companies.

W. B. Baxter Ltd

WHITFIELD DEVELOPMENTS LTD

B.E.E.D
PRINTING



Barbara
Cars & Co Solicitors



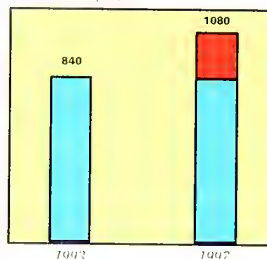
Boots go for 240 'small' pharmacies by 1997 with or without NHS contract



THE BOOTS COMPANY



Objective Number of small stores (Under 600 sq m)



A proportion of the small stores will be second representations

Managing director Gordon Hourston Boots the Chemists has targeted 240 sites with a potential retail catchment of £6 million or more. And they plan to open up or take over small, pharmacist-managed stores, with or without NHS contracts, at the rate of one every ten days.

The project will cost some £75m. Managing director Gordon Hourston says some of the potential 240 sites — out of 410 identified — will be filled by:

- buying existing pharmacies
 - by opening new pharmacies
- then applying for contracts on the basis of need

- by extending the philosophy that goes with the seven pilot NHS contract-less pharmacies in Sainsbury's supermarket chain.

Boots say that, where necessary, they will run non-NHS pharmacies. They are confident that the company's image, ethos and brand — 43 per cent of sales are own-brand and 14 per cent of these are Boots made — can challenge anything in their market.

Small stores give the highest return on capital employed with better "sales intensity", and so are the most attractive option to exploit out of their six size categories of store.

In the late 1970s and early 80s, Boots shed 150 small pharmacies. They are now running their small stores more efficiently: for example in 1985-86, some 813 such outlets (176,000sqm in sales area) turned in £34.6m net profit compared with £112.8m delivered by 879 units (210,000sqm) in 1992-93.

Presently Boots have 840



Trial store with Sainsbury at St Albans, Hertfordshire

pharmacies with a floor area of less than 600sqm and will push for 1,080 by 1997. The current portfolio comprises 1,105 stores with 226 up to 4,300sqm in area.

Independent surveys show that, given a choice of two major out-of-town supermarkets, customers prefer the one with an in-store pharmacy, say Boots. Other research shows that the company fares extremely well in customer surveys of other major High Street chains.

Boots are opposed to contract limitation, believing in free markets. But Mr Hourston says the company has not yet lobbied Government to seek its demise. The Essential Small Pharmacy Scheme enjoys Boots' support.

Mr Hourston says that, for the sake of the patient, where Boots open a pharmacy that does not have a contract, they will lobby the public and the health authority with all the means at the company's disposal, but within the law and within the Society's Code of Ethics.

Minor relocation of pharmacies with a contract will be sought where necessary.

Dispensing has a knock-on benefit to the business, encouraging customer footfall and enriching the business mix, Boots believe. However, they are seeking to rationalise stock ranges through pilot schemes — in some stores all the less profitable lines are omitted.

With EPoS now in all stores, Mr Hourston believes the

vertically integrated company can exploit both its buying power and its ability to replace any of its 50,000 line inventory overnight at a chosen price. This will be the key to meeting any price challenge thrown at it by pharmacy or non-pharmacy retail chains.

Boots claim 98 per cent on-shelf service levels, and say EPoS will help them to reduce the average 12 weeks stock cover held in-store, freeing up a further £75m.

Mr Hourston told a Press conference, called to reassure newspaper pundits following a similar briefing to City analysts, that Boots had the ability to continue its retail growth. The company's aim of giving customer satisfaction would bring benefits for shareholders of "attractive value growth".



Converted church in Wimbledon



Boots small store at Quarter Jack Surgery in Wimbourne, Dorset

Glaxo boost cash pile as hedge against 'market uncertainties'

Glaxo have delivered increases in turnover (£4.93 billion) and pre-tax profit (£1.68bn) by 20 and 17 per cent respectively, while boosting their cash reserves and increasing shareholder dividend by 29 per cent.

Net liquid assets now stand at £1.8bn. Glaxo will keep the cash, says deputy chairman and chief executive Dr Richard Sykes, in what he says are uncertain times for the pharmaceutical industry.

"We're in no hurry to get rid of this liquidity," he said at a results presentation, later describing the cash sum as a not unreasonable "comfort factor", and one not out of proportion to the size of the company. It represents three times annual capital expenditure and some 10 per cent of the group's market value.

However, Dr Sykes says he believes the much-trumpeted US healthcare reforms of Hillary Clinton, which have depressed drug company share prices on both sides of the Atlantic, will have little effect on the industry when announced.

"Industry drives the market, not politics," he said.

Dr Sykes says one-third of Glaxo's US sales are in the highly competitive, managed healthcare and that, additionally, the Government-run Medicaid system already requires substantial statutory discounts which Glaxo supply.

Dr Sykes sought to allay fears about the impact of the possible loss of Zantac's "form 2" patent, currently the subject of a US court case, which could result in generic ranitidine appearing on the US market by 1996.

Glaxo say they are developing new methods of delivering ranitidine such as gels, effervescent tablets and slow-release capsules. The company is also exploring new ways of delivering Imigran and of taking the tablet into an increasing number of markets. In the US, injectable sumatriptan, Imitrex, has logged £37m sales in three months and its Spanish debut is set for June.

At the first annual results Press presentation to take place without chairman Sir Paul Girolami, Dr Sykes said Glaxo was developing an over-the-counter version of Zantac to meet expected competition from other POM to P H₂ antagonists. The Press conference took place before Smithkline Beecham learnt that the Food and Drugs Administration had delayed

| | |
|--------------------|--------------|
| Turnover | £4,930m +20% |
| Trading profit | £1,525m +18% |
| Pre-tax profit | +17% |
| Earnings per share | 39.9p +16% |
| Dividends | 22.0p +29% |

Glaxo '93 business is split:

| | |
|---------------------------|-----|
| • Anti-peptic ulcerants | 44% |
| • Established respiratory | 20% |
| • Systemic antibiotics | 17% |
| • New products | 12% |
| • Other products | 7% |

Tagamet's OTC switch in the US.

Glaxo is dedicated to discovering and developing new prescription medicines, Dr Sykes said: "If we can add extra value to products by broadening their market exposure, we will. We are looking at lower dose forms of Zantac for episodic heartburn. We intend to get approval for this product around the world."

Dr Sykes said Glaxo would develop worldwide alliances that will sell Glaxo-bred products through, referring to the recent tie up with Warner Lambert and Wellcome.

Turning to newly developed Glaxo medicines, Dr Sykes said their profit margin was "broadly in line" with that of Zantac. The company generated an 82 per cent gross profit margin across the group, excluding research and development costs, which he said other companies usually racked into this equation.

Exports were £844m this year and £837m in 1992 (£618m in 1989).

The company is spending £700m on its new research and development facility at Stevenage destined for completion early in 1995. The Greenford and Ware sites are being re-opened as headquarters of research and development respectively.

Zantac sales were £2,172m last year, up 11 per cent. Ventolin was 5 per cent down at £484m, Zofran up 29 per cent at £365m, Zinnat up 23 per cent at £384m and Becotide, the group number five product, weighed in with 12 per cent growth to achieve £345m sales.

Zantac's share of world business has dropped from 41 per cent in 1989 to 38 per cent in 1993.

New bulk supplier is open for business

Monitor Pharmaceuticals is a new company set up to supply bulk-packed generic pharmaceuticals to independent community pharmacists, designed to make dispensing into monitored dosage systems easier.

The company, based in Stockport, Cheshire, is a joint

venture between Impharm, a wholly-owned subsidiary of The Intercare Group, specialising in the supply of generic and imported pharmaceuticals, and Surgichem, the manufacturer of the Nomad monitored dosage system. Monitor Pharmaceuticals. Tel: 061-406 7177.



Chairman of Stiefel International, Herbert Stiefel (right), dedicating a new 31,000sq ft facility to dermatological research and development in Maidenhead, Berkshire, early this month. Accompanying him is Dr S. J. Corne, vice-president of international research and development

Surgichem launch oxygen claim system

The oxygen record/claim system for pharmacists with NHS contracts is a development of the Littlefoot portable computer system used to keep up prescription records on home visits.

Launched at Chemex, the package will help pharmacists keep track of headsets issued and effectively chart patient progress on home visits. The system will also produce the "green forms" necessary to make a claim on the NHS for oxygen services.

Managing director Norman Niven says the system has been verified and approved by the Prescription Pricing Authority.

He says Surgichem aim to introduce a training package for pharmacists that will help them match the monitored dosage service gap which still exists for sheltered and care homes. Two pilot schemes are underway.

There are now 3,500 Surgichem MDS in 20,000 care homes and 4,000 in sheltered accommodation — the system was launched in February 1990. Mr Niven does not know how many sheltered homes there are in the UK.

The aim of Surgichem is to raise the standard of UK pharmacy by linking hospital and community pharmacy practice. By breaking down the wall between the two, Mr Niven believes that pharmacy, rather than any other healthcare profession, can ensure that patients who need it can enjoy MDS after they leave hospital through a joint, seamless operation.

Procedures under development are non-radical, Mr Niven says, and will also ensure that patients do not use medicines which are out of date.

Lancaster goes at Barclay Enterprise

David Lancaster, managing director of Lloyds' wholesaling subsidiary Barclay Enterprise has left the company.

In a statement issued on Tuesday, Barclay Enterprise announced he had "relinquished his position, thus amicably fulfilling a two-year contract, and has decided to pursue his own business interests".

New appointments to strengthen the current board of directors will be made in due course, says the company.

Simple Software pilot independents' EPoS

Chemex help for cancer research

Simple Software are piloting an EPoS system based on the package introduced by them into 900 Lloyds outlets during the past year.

Like the Lloyds model, Omron hardware will be driven by Simple Software, but the system for independent pharmacies will use 486 PCs instead of lower capacity stock more akin to electronic cash registers.

There are two systems — Pharm Assist (£3,500) for the single proprietor and Pharmacy Plus for the multiple. The latter will have head office facilities, a shared stock file and allow integration of patient medication records between branches.

Managing director Richard Jarrett has not fixed the cost of the price update service, but hints that it could be as low as £30 per month.

There is a 27,000-strong product file which can be updated by the Lloyds/Barclay Enterprise axis, but he stresses that any pharmacist can have Unichem or AAH data bases downloaded if they are the principal wholesalers.

Simple Software, founded by Mr Jarrett eight years ago, has 1,250 PMR systems in place. Allen Lloyd bought a 50 per cent stake in the company in December 1991.

Mr Jarrett is anxious to stress that there will be no lock-in to Lloyds for product supplies, and says company synergy brings stability, cash, logistical resources and developed data systems within the reach of the independent.

He says Chemex is the ideal sounding board for checking customer requirements, and that information gleaned will be put to good effect in the EPoS pilot studies and in further product development.

Omron retail division director Nick Kerridge told *Chemist &*



Simple Software's Omron-based EPoS system in action at Chemex. The till drawer and screen are visible, together with the 40-column transaction printer and bar code scanner. The 486 PC is under the counter

Druggist that a further system development — CCTV in the corner of the till screen — will be rolled out at the end of the month. Omron believe it will

enable pharmacists to check on transactions visually, as well as electronically, and to record shoplifting incidents or drug snatches on video.

John Richardson Computers Ltd decided to pull out of Chemex this year and donate their stand to the Cancer Research Campaign despite the attendance of most of the competition.

Chairman and chief executive John Richardson explained that most pharmacists now had a computer system so fewer needed to buy. Their familiarity with systems had led to fewer queries.

A survey of pharmacies revealed that many were not visiting Chemex this year, mainly because it was too costly in time and money. Mr Richardson also felt the benefits of JRCPOS could not be demonstrated adequately on an exhibition stand.

But Simple Software decided to double the size of their Chemex stand this year. Says managing director Richard Jarrett: "Our experience has been that increased commitment to the industry and its premier trade show, coupled with constant product development, has been repaid by increased sales."

Meanwhile, the Cancer Research Campaign took advantage of the free stand, worth a five-figure amount, to distribute leaflets.

"It was definitely worthwhile being there," said Matthew Edwards, who manned the stand on Sunday.

US delay on OTC cimetidine

The US Food and Drug Administration has declined to approve cimetidine as an over-the-counter drug.

The FDA's Gastro-Intestinal Drugs Advisory Committee and OTC Drugs Advisory Committee have requested a further analysis of efficacy data. The drug's safety was not called into question, and the Committees concluded that cimetidine could be used safely as an OTC drug if properly labelled.

They also praised Smithkline Beecham for their pioneering studies on the use of cimetidine in heartburn.

The company will continue to work with the FDA and try to resolve the questions raised. A spokesman in the UK said that the US recommendation would be unlikely to have any impact on the drug in the UK, where approval to change the status has already been recommended.

• Smithkline Beecham could be

excluded from the FT-SE 100 Index under proposed rules recommending that companies be included only if they pay dividends that are franked for UK tax. SB have some shares linked to a US preference issue and are in discussions with the Stock Exchange about the matter.

Cognex wins US approval

The US Food and Drug Administration has given clearance for the marketing of Cognex for mild to moderate Alzheimer's disease.

Placebo-controlled studies lasting 12 and 30 weeks showed that the drug, tacrine hydrochloride, improved cognitive performance and the ability to perform many day-to-day activities.

Patients were assessed in two ways. First, the doctor evaluated

changes in memory, orientation, language, reasoning, concentration, appearance and behaviour. The second test measured aspects of memory, attention, reason, language and the ability to perform simple tasks.

Warner-Lambert's Parke Davis Division, which developed Cognex, say it is one of the most widely studied drugs for Alzheimer's disease.

In the UK, the product is still awaiting licensing approval.

Buz Pel[®]

Insect Repellent Wipes

Instant protection for holidays abroad and all outdoor pursuits.

NATURAL FORMULA

The effective and convenient deterrent against biting and stinging insects

☐ Moist lemon scented wipes containing natural pyrethrum to protect for up to 8 hours against midges, mosquitoes and other biting and stinging insects.

Attractively boxed in 10's for impulse purchase or recommendation.

Available through your usual wholesalers or direct from
TORBET LABORATORIES LTD
Broughton House, Earl Street, Maidstone,
Kent ME14 1PF
Telephone: 0622-762269
Telex 965194 LEGAT G Fax 0622-764046

Insect Repellent Wipes

Product name: Insect Repellent Wipes. Contains natural pyrethrum. For use against biting and stinging insects. Not for use on children under 12 years of age. © 1993 Torbet Laboratories Ltd.

Classified

APPOINTMENTS

LLOYDS CHEMISTS

LOOKING FOR A NEW CHALLENGE?

If so you are cordially invited to attend
LLOYDS CHEMISTS OPEN DAY

SUNDAY 19TH SEPTEMBER 1993

any time between 9.30am to 1.30pm at

**WEST BROMWICH MOAT HOUSE HOTEL
BIRMINGHAM ROAD,
WEST BROMWICH BIRMINGHAM**

Whether you are taking the first steps into Pharmacy Management, looking for a challenge or a new direction in Pharmacy, why not come to discuss your future career prospects and the benefits of becoming a team member of a dynamic, highly motivated and innovative Company.

If you can offer us the commitment and professionalism of a quality Pharmacist Manager, we can offer you an excellent salary, plus a comprehensive benefits package including an interest free loan of up to £3,000 for newly qualified Pharmacists:

BENEFITS

Continuing education programme
Profit related bonus scheme
20% staff discount scheme
Unrivalled promotion prospects
RPSGB fees paid
Free private health care
Four weeks paid holiday
Share Option Scheme

VACANCIES

- MIDLANDS
- OXFORD
- LIVERPOOL
- CAMBRIDGESHIRE
- SHROPSHIRE
- WORCESTER

If you cannot attend on the day, require more information or would like to arrange an interview at a more convenient time, please do not hesitate to contact:

Mrs Sandra Williams, The Pharmacist Recruitment Manager,
Lloyds Chemists Plc, Manor House, Manor Road,
Mancetter, Atherstone, Warwickshire CV9 1QY.
Telephone: Pharmacist Recruitment Hotline: **0827 713990**

Add a healthy outlook to your local community

Moss Chemists is one of Britain's most respected pharmacy chains. For over 75 years customers have relied upon our high standards of service and professionally trained staff. Staff who listen and offer good advice and regard themselves as very much part of the community health team.

MANAGERS

- Colchester
- Newcastle under Lyme • Caerphilly
- Llandudno Junction • Bristol
- Warrington • Welwyn Garden City
- Plymouth

Continued growth has created career opportunities for pharmacists with the personality and drive to make a real impact on local community healthcare.

Experienced or newly qualified, (full training will be given) we need an individual with a commitment to patient counselling, coupled with the communications skills and management qualities to actively market a wide range of medicines, healthcare and leisure products.

In return, you'll enjoy the full support of a highly professional company, modern well equipped and efficient facilities, flexible working hours and a highly competitive salary and benefits package. This will include; PPP membership, pension scheme with life assurance and generous staff discounts.

Apply with CV to: Mr Roger Cotton MRPharmS,
Recruitment and Training Executive, Moss Chemists,
Fern Grove, Feltham, Middlesex TW14 9BD.

1A7809

MOSS
CHEMISTS

LOCUMS

SOUTH LONDON/BATTERSEA

KEEN ENTHUSIASTIC PHARMACIST MANAGER

LONG TERM LOCUM REQUIRED TO DEVELOP
NHS/OTC OF BRANCH OF PHARMACY

SALARY NEGOTIABLE PLUS ANNUAL
PERFORMANCE BONUS

CONTACT

(DAYTIME) MRS A.V. AMIN (071) 703 9806 OR
(EVENING) AFTER 8PM (081) 642 4200

BEXHILL-ON-SEA

Superintendent Pharmacist for
small family retail business in
Bexhill on Sea

Friendly atmosphere
References required
Wages negotiable

Contact G or C Soulsby on
(0424) 218647

ENTHUSIASTIC PHARMACY

MANAGER REQUIRED IN
GILLINGHAM, KENT FOR
AN EASILY RUN
PHARMACY

TELEPHONE: (081)
892 1376 / 0634 574114

Provincial Pharmacy Locum Services

DO YOU ENJOY STRESS?

The 'We're setting up a Locum
Agency' season is upon us!

If you enjoy a little Russian Roulette
why not give them a try!

Alternatively — we have over 3000
locums registered and experience of
handling over 100,000 bookings.
NATIONWIDE

If you require PEACE OF MIND
PLEASE CALL US NOW!

EDINBURGH
031-229 0900

NEWCASTLE
091-233 0506

MANCHESTER
061-766 4013

SHEFFIELD
0742-699 937

CARDIFF
0222 549174

BIRMINGHAM
021-233 0233

EXETER
0392 422244

LONDON
0892-515 963

APPOINTMENTS

HOWARD & PALMER

require

PHARMACY MANAGERS

*to join our highly
successful group of*

Community Pharmacies

Excellent benefits package available for both experienced and newly registered Pharmacists.

We currently have vacancies in:
Gwent, West Glamorgan and at our sister
company in East Anglia.

Contact Simon Palmer or Chris Racey
HOWARD & PALMER LIMITED
Castell Close, Llansamlet, Swansea
Telephone: 0792 700675

SITUATIONS WANTED

EXPERIENCED LOCUM

RELIABLE EXPERIENCED, EX-PROPRIETOR
NOW BOOKING FOR LOCUM WORK IN THE
BIRMINGHAM, WOLVERHAMPTON AND
SURROUNDING AREA.

TELEPHONE: (021) 526 7256

ACCOUNTANCY

ACCOUNTANCY SERVICES

JOHN COOKE FCA
CHARTERED ACCOUNTANT &
REGISTERED AUDITOR

26 Nevill Road, Bramhall, Stockport SK7 3ET
Telephone: 061-439 1279

*Pharmacy accounts expert. 11 years with
Ernest J. George & Co. 13 years in public
practice, family companies a speciality.*

BUSINESS FOR SALE

ALLIANCE VALUERS & STOCKTAKERS

120 Pannal Ash Road, Harrogate HG2 9AJ
Telephone Harrogate (0423) 531571



**SPECIALISTS IN ACCURATE
STOCKTAKING AND THE SALE AND
VALUATION OF PHARMACIES
NATIONWIDE**

**A new name
for us**

**A new career
for you**

Change is certainly in the air at AAH. Our retail chain, trading under the Vantage name, has been expanded over the last five years to over 150 owned and managed shops plus a further 70 franchised outlets. Today we are one of the largest and fastest growing chains of retail pharmacies in the UK.

Now we have changed from the Vantage name, which is also used by a large number of independent pharmacies, to a new name and identity, 'Hills Pharmacy'. Our goal is to deliver a service to the customer that is second to none by becoming the best managed group of pharmacies in the country.

We need like-minded high calibre managers to help us achieve our objectives. We offer you the freedom to develop a business and team using your own initiative, but supported by the resources that you would associate with a Top 100 UK listed company.

Your contribution to our commercial success will earn you a competitive benefits package plus a bonus that rewards your achievements.

Continued expansion and internal promotions to district management means that we now have the following opportunities for you to join us:

Pharmacy Managers

| | | |
|---------------|------------------|-------------|
| Brighton | Bristol | Bournemouth |
| Castleford | North Somerset | Evesham |
| Isle of Wight | Wolverhampton | Rayleigh |
| Sheffield | Westcliff on Sea | Tiverton |

Relief Managers

| | | |
|-----------|------------------|----------|
| Brighton | Isle of Wight | Norwich |
| Sheffield | Somerset / Devon | Tyneside |

Please write enclosing your C.V. and naming the location that interests you to:

Melvyn Hill, Hills Pharmacy, Vantage House,
Meridian Office Park, Osborn Way, Hook,
Basingstoke, Hampshire RG27 9HX
or out of hours speak to Richard King on 0737
832396 (Saturday 1pm to 5pm).

Hills Pharmacy



Simple Software Limited

THE BEST PMR

THE ULTIMATE FULL COLOUR
486 SYSTEM THAT SAVES
YOU TIME AND MONEY ON
ENDORSEMENTS

- Maximises Remuneration
- Endorsements
- Every UK Drug Tariff
- Blacklist Alert

**WE LEAD,
OTHERS FOLLOW.**

Software only also available.



Please telephone for a
demonstration - Simple Software
PO Box 2611, Smethwick,
Warley, West Midlands B66 1BN
Telephone: 021 580 1511
Fax: 021 580 1462

ORALABEL PC +



The right prescription for pharmacists

- LABELLING ✓
- FULL BNF WARNINGS ✓
- PMR'S ✓
- INTERACTIONS ✓
- CARE HOME OPTIONS ✓

Complete systems or software only.

10% Discount on all pharmacy software - SEPTEMBER ONLY

PLEASE RING TODAY FOR YOUR FREE BROCHURE

0772 561515

BUSINESS SYSTEMS LTD

Stanley House, 2 Stanley Place, Fishergate Hill,
Preston, PR1 8NA.

PACE beta

**LABELLING
SYSTEMS**

**THE BETTER LABELLING &
RECORD SYSTEMS**

- Faster
- Guaranteed Security
- More Features
- Simpler
- Free Credit
- Low Price

No one has more experience.

Don't buy without first seeing a Pace Beta
demonstrated in YOUR pharmacy

- Available for one months trial

For details and a free demonstration

Telephone: 061-941 7011

37 Stamford New Road, Altrincham WA14 1EB

S CALVERT COMPUTER SERVICES PRESCRIPTION LABELLING SYSTEMS

including:

- Patient records
- Drug interactions
- Owings ● Stock usage
- Controlled dosage sections
for homes etc.
- Complete systems available
- 28 day free trial on
all software

FOR MORE DETAILS, CONTACT
S CALVERT COMPUTER SERVICES AT
83 PONTEFRAC LANE,
LEEDS, LS9 9HS.
PHONE (0532) 484746

John Richardson Computers Ltd

PMR

Latest
Update 8/93

EPOS

- * The UK market leader
- * Renowned speed & ease-of-use
- * Unique Drug Interaction Alert
- * Patient Counselling Advice
- * Drug Information Leaflets
- * Manrex, Nomad, Venalink MARs

- * So easy to install and use
- * Ultra-fast sales for ANY product
- * Comprehensive Product File
- * Not tied to any one supplier
- * Branch Warehousing Facilities
- * Pays for itself in months

You may think you can't afford the best - You'll be surprised...

FOR MORE DETAILS, OR FREE EPOS/PMR VIDEOS, PHONE 0772 323763
(FAX 0772 323003) - OR WRITE TO JRC LTD, FREEPOST, PR5 6BR

Three Items For A Total Cure!

PILLS - Patient Medication Records

CheckOut - POSHH EPOS

Ob-serve - Book keeping package



Hadley Hutt Computing Ltd,
George Bayliss Road,
Droitwich,
Worcs. WR9 9RD
Telephone: 0905 795335
Fax: 0905 795345



PROMOTED
CHECKOUT.
PILLS &
OBSERVE

**EPOS
SYSTEMS**

BUDGET SYSTEM
FROM
ONLY **£2950**

Simply the best



- Full installation
and training
- Phone for brochure
and information

THE independent
supplier
you can rely on

PARK SYSTEMS LTD
6 Vulcan Street, Liverpool L37BG
Tel. 051 298 2233 Fax: 051 298 1689

PRODUCTS AND SERVICES

REDUCE YOUR COSTS!

ARE YOU...

- Currently renewing your Pharmacy Professional Indemnity Insurance?
- Pleased to hear that you can now reduce your costs to £189 or less for your pharmacy?
- Keen on further reductions if you have PMR & a qualified dispenser or more than one pharmacy?

Yes No

| | |
|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> |

...INTERESTED?

If you can tick ☒ for any of the above then please call us on



021-236 0031

♦ OVER 1000 PHARMACIES ALREADY COVERED.

We also arrange: ♦ Business and contents insurance
♦ Locum P.I. insurance.

Are you also paying too much for your car insurance?



0245 492949

EXTENSION PIA MOTOR



WORKING FOR PHARMACY

THE PHARMACY INSURANCE AGENCY

PART OF THE PROVINCIAL PHARMACY SERVICES GROUP

PROFITABLE & PROFESSIONAL EAR / NOSE PIERCING SYSTEM

HEALTH AUTHORITY APPROVED

Safe for Children and Babies.

NICKEL FREE & INFECTION PROTECTED

Poly (UK) Ltd, 10 Allenby Road,

Maidenhead, Berks, SL6 5BB.

Tel: 0628 33201 Fax: 0628 781802

ABORTION

ADVICE
& HELP

LONDON
LEEDS

071 388 4843 READING
0532 440 685 MANCHESTER
0734 560131
061 832 4260

A REGISTERED CHARITY
MARIE STOPES
1925
WORKING TO PROVIDE FAMILY PLANNING WORLDWIDE



D&M Printing Company Limited

LABELS AND COMMERCIAL PRINTING

Pharmacists! Save Money by using
our dispensing labels.

Contact: Des or Mark Alger

Telephone: 051-949 0567

Fax: 051-949 0747

FINANCIAL

NUMARK

F I N A N C E

*Numark has negotiated
competitive terms from British
Joint Stock Banks, to provide
finance to independent
pharmacists for the purchase of
new pharmacies, or re-finance
existing loans, with no
trading ties.*

*If you would like an application form, which includes full
details of the scheme, please contact*

*Retail Services Department
Numark Management Ltd., 5 6 Fairway Court
Amber Close, Tamworth
Staffs B77 4RP Tel: 0827 69269*

NUMARK FINANCE - KEEPING INDEPENDENTS INDEPENDENT



WAIBROOK
SOLICITORS

IT IS A
"STEAL"
FOR ONLY
£245⁺ VAT
THE FASIT H014

**NOW YOU CAN AFFORD A PROFESSIONAL
VIDEO SURVEILLANCE SYSTEM**

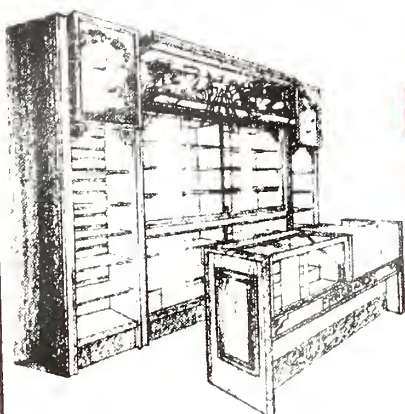
- SIMPLE DIY INSTALLATION • CAN BE EXPANDED TO TAKE UP TO 4 CAMERAS • 2 WAY SPEECH BETWEEN CAMERA AND MONITOR • PICTURE CAN BE RECORDED ON DOMESTIC VCR

Brochure and details from Fosit Security Ltd,
Fasit House, Elkstone, Cheltenham GL53 9PB.
Telephone: 0242 870414

**TO ADVERTISE
IN THE
PRODUCTS &
SERVICES
SECTION, PLEASE
TELEPHONE:**

**JOE DOVETON ON
0732 364422 EXT: 2314**

SHOPFITTINGS



SDC

THE COMPLETE SHOPFITTER

SHOPFITTINGS TO SUIT MOST BUDGETS

DESIGNED FOR PROFESSIONALS

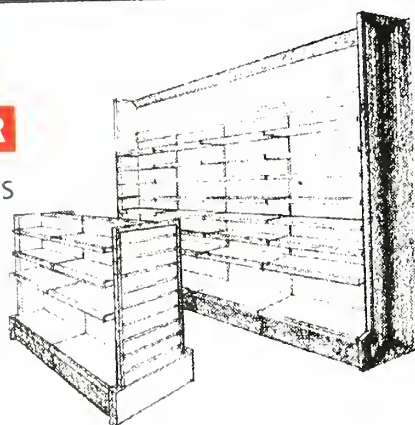
BY PROFESSIONALS

CONTINENTAL &

TRADITIONAL DISPENSARY

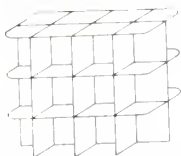
0761 - 418941

HALLATROW RD. PAULTON, BRISTOL



CUBE ARTS

VISUAL MERCHANDISING AT ITS VERY BEST



Designers and Manufacturers of Glass Cube Merchandising Displays.
Cube Arts Ltd., Unit 14, Kimpton Trade & Business Centre,
Minden Road, Sutton, Surrey SM3 9PF.
Tel: 081-641 8771 Fax: 081-641 8948

LEXDRUM

STOREFITTERS

0626 - 834077

COMPREHENSIVE DESIGN, MANUFACTURE
AND INSTALLATION SERVICE FOR
THE RETAIL PHARMACY

KING CHARLES BUSINESS PARK,
OLD NEWTON ROAD, HEATHFIELD,
DEVON TQ12 6UT

Martex

SHOPFITTING

FROM LOW COST PERIMETER SHELVING TO
UPMARKET PERFUMERY SHOWCASES TRADITIONAL
OR CONTINENTAL DISPENSARIES

CONTACT **MARTIN BAGG** FOR A COMPLETE
SHOPFITTING SERVICE FOR THE PHARMACIST

0392-216606

MIP

DESIGN

SPECIALIST PHARMACY SHOPFITTING

CONSULTATION
DESIGN
MANUFACTURE
INSTALLATION
SERVICE

UNIT 11, COVENTRY CANAL WAREHOUSE, LEICESTER ROW
COVENTRY CV1 4LH
TELEPHONE: 0203 223502

Shopfitting Specialists Ltd

FULL DESIGN SERVICE FROM CONCEPTION TO COMPLETION

● Pharmacy Units ● Counters ● Showcases ● Shelving ●
False Ceilings ● Lighting ● Heating ● Flooring ● Shopfronts in
Hardwood and Aluminium ● Fascia Signage ● Roller Shutters

NATIONWIDE COVERAGE

WALSALL: 09221 20422 - UNIT 15, FELD GATE,
NEW STREET, WALSALL WS1 3DJ

K H WOODFORD & Co Ltd

We as specialist manufacturers
and installers invite you to
telephone us on **0202 396272**
for details of our fully
approved equipment for all...

Dispensary and Pharmacy fitting

STOCK FOR SALE



LIBRA DISTRIBUTORS

ON OFFER — GOOD QUALITY FILM
AT CHEAP PRICES

ORWO 100 Speed 24 Exp. at 69p
ORWO 100 Speed 36 Exp. at 83p

WHILE STOCKS LAST
TEST STRIPS AVAILABLE FOR
SETTING MACHINES

FEEL FREE TO CALL FOR A COMPREHENSIVE PRICE
LIST. IDEAL TIME TO GET IN FOR PASSPORT
PICTURES — FOR A FREE DEMO CALL US.

WHOLESALE OF FRAGRANCES
PHOTOGRAPHIC FILMS & BATTERIES

TELEPHONE: 081-445 4164
FAX: 081-445 1399

TELEPHONE: 081-868 1263
FAX: 081-868 3424

*Just
Perfumes*

*Distributors of the Largest
range of Branded
French Fragrances
Nationwide Delivery*

FREEPOST
HARROW, MIDDX.
HA2 9BR



SPECTRUM
GENERIC

100
AZATHIOPRINE
TABLETS 50MG
£8.95

minimum order of 5

TELEPHONE:
LONDON (081) 523 4728
MANCHESTER 0204 862878

FOR A COMPLETE
PRODUCT LIST CONTACT:
SPECTRUM GENERICS
SPECTRUM HOUSE,
10 WALTHAM PARK WAY,
WALTHAMSTOW,
LONDON E17 5DU

PERFUMES CHARLIE

EDT spr 50ml RSP £11.95
Cost **£3.45**

BLUE GRASS

EDT 15ml RSP £4.95
Cost **.95**

OLD SPICE

Aftershave 75ml RSP £4.60
Cost **£1.95**

MA GRIFFE

EDT spr 50ml RSP £14.95
Cost **£2.45**

TWEED

EDT 15ml SPR RSP £5.95
Cost **£1.45**

TENERE

Aftershave 50ml RSP £17.25
Cost **£3.25**

West London C&C,
397 Acton Lane,
Acton W3 8NP

Tel: 081 992 0002
Fax: 081 992 0003

Minimum 12 per item. For prices for less
than 12 please telephone.

For a weekly FAX price list of SPECIAL OFFERS
please fax your number to 081 992 0003

Nasaleze™

The Invisible Pollen Mask nasal spray powder

Introductory offer RRP £4.95
13 charged as 12 List **£3.15**

Lake Pharmaceuticals Limited
P.O. Box 1380, London W5 2XB
Tel: 081-997 8247 Fax: 081-998 5823

STOCK FOR SALE



KNIGHTS FRAGRANCES

891 Bristol Road, South Northfield,
Birmingham

(Incorporating Rigochem Fragrances)

Tel 021 447 4646 Fax 021 476 8225

SEPTEMBER LADIES OFFERS

| Stock Code | Product | RSP | Offer Price | Your Order |
|------------|---------------------------------------|-------|-------------|------------|
| ALL2 | Allyssa Ashley 100ml Spray can | 12.95 | 4.95 | |
| ANA1 | Anais Anais 30ml Edt Spray | 17.95 | 10.95 | |
| ANA2 | Anais Anais 50ml Edt Spray | 26.00 | 15.50 | |
| BLU91 | Blue Grass 50ml Edp Spray | 16.50 | 9.95 | |
| CHA53 | Charlie 50ml Edt Spray | 11.95 | 4.95 | |
| CHA54 | Charlie 100ml Edt Spray | 14.95 | 6.95 | |
| CHA59 | Charlie "RED BOX" 100ml Edt & Mascara | 15.00 | 4.95 | NEW |
| CHL1 | Chloe 50 Edt Spray | 29.50 | 18.50 | |
| CN1 | Cinnabar 15ml Edp Spray | 15.00 | 10.95 | |
| FEN1 | Fendi 50ml Edt Spray | 36.00 | 17.95 | |
| JRE1 | Je Reviens (Worth) 30ml Edt Spray | 6.95 | 2.95 | |
| LAI1 | L'air du Temps 30ml Edt Spray | 15.00 | 8.95 | |
| LEJ12 | Le Jardin 30ml Edt Spray | 10.75 | 5.50 | |
| LOU1 | Loulou 30ml Edp Spray | 19.95 | 11.50 | |
| LOU2 | Loulou 50ml Edp Spray | 29.50 | 15.95 | |
| MAG1 | Ma Griffe 30ml Pdt Spray | 8.50 | 2.95 | |
| NAR1 | Narcisse-Chloe 50ml Edt Spray | 25.00 | 15.95 | |
| OSC2 | Oscar de la Renta 90ml Edt Spray | 45.00 | 22.50 | |
| OSE1 | J'Ose 50ml Edt Spray | 19.50 | 9.95 | |
| PAS1 | Passion 44ml Spray | 25.00 | 14.95 | |
| RED21 | Red by Giorgio 90ml Edt Spray | 48.00 | 27.00 | |
| SAF2 | Safari 125ml Edp Spray | 60.00 | 37.50 | |

SEPTEMBER MENS OFFERS

| Stock Code | Product | RSP | Offer Price | Your Order |
|------------|---------------------------------|-------|-------------|------------|
| AZZ1 | Azzaro 75ml Aftershave | 16.00 | 9.95 | |
| BOS1 | Boss 50ml Aftershave | 18.00 | 9.95 | |
| BOS9 | Boss Sport 50ml Aftershave | 18.00 | 8.95 | |
| DUN2 | Dunhill 100ml Aftershave | 25.00 | 13.95 | |
| EAU2 | Eau Savage Aftershave 100ml | 30.00 | 15.95 | |
| FAH1 | Fahrenheit 50ml Aftershave | 21.50 | 12.95 | |
| FEN2 | Fendi 100ml Aftershave | 23.50 | 9.95 | |
| GIV1 | Givenchy 60ml Aftershave | 15.75 | 9.95 | |
| HER92 | Heritage 100ml Aftershave Spray | 22.00 | 14.95 | |
| JAZ0 | Jazz 50ml Aftershave | 17.50 | 10.95 | |
| KOU1 | Kouros 50ml Aftershave | 19.00 | 12.75 | |
| LAC21 | Lacoste 50ml Aftershave | 15.90 | 8.95 | |
| NO11 | Noir 50ml Aftershave | 9.95 | 4.95 | |
| PAC5 | Pac Rabanne 100ml A/Shave Spray | 23.00 | 12.95 | |
| PO15 | Polo 50ml Edt Spray | 24.50 | 14.95 | |
| OUO1 | Ouorum 50ml Aftershave | 15.75 | 7.50 | |
| SAL9 | Salvatore Dali 50ml Aftershave | 15.00 | 6.95 | |
| TUS1 | Tuscany 50ml Aftershave | 19.50 | 10.50 | |

The suggested Retail Prices are well below manufacturers prices. This should help beat the competition. Or you could charge the full price and line your pockets!

Thank-you for choosing Knights for your fragrance requirements.

Europharm

AZATHIOPRINE TABS 50mg BLISTER (100) £9.15

Buy 5 for £8.95 each

FREEPHONE 0800 525381

STOCK WANTED

EXCESS DISPENSARY STOCK REQUIRED

Prepulsid, Ossopan, Tabs, Sandimmun
50mg, Tambocor, Isordil Tembids,
Ventolin Nebules 2.5mg/5mg,
Pulmicort Nebules 0.25mg/0.5mg
Kabipen 161U refills.

Chemist & Druggist List Price
Less 30% Paid

Please phone 081-882 1646

WANTED

Old Chemist Shop fittings, Bottles, Mirrors, Drug Runs,
Bow Cabinets, etc. Complete shop interiors purchased.

We try hardest, travel furthest, pay more.

Tel: (0327) 349249 Eves: 41192 Fax: (0327) 349397

Businesslink

A FREE Service for Chemist & Druggist Subscribers

PHARMACIST MANAGERS

- AYRSHIRE** - Pharmacist manager required 3-4 days per week, pleasant environment, good staff, minimum paperwork. Tel: 0475 672193 or 041-884 8088.
- BETHNAL GREEN** - Pharmacist manager for 37.5 hours per week with compulsory Sunday 9-5.30pm. Tel: 081-981 4528.
- BATTERSEA** - Requires experienced long term locum/enthusiastic manager to run a moderately busy pharmacy, must be reliable and will be involved in all aspects of pharmacy management. Tel: 071-703 9800.
- LONDON, SW8** - Keen enthusiastic pharmacy manager/long term locum required to develop NHS and OTC of branch pharmacy. Salary negotiable and annual performance bonus. Tel: 071-703 9800 daytime or 081-642 4200 evening.

LOCUMS

- CHESTERFIELD** - Locum(s) required to cover part-week for maternity leave, mid-January to mid-August, minimal paperwork, jobshare considered. Tel: 0246 275825 or 0742 471096 (evenings).
- BRENTWOOD, ESSEX** - Locum required 2 days a week regularly, Monday & Tuesday (but could suit). Tel: 0277 211599 or 0277 228800.
- HUDDERSFIELD** - Locum required on a regular basis for odd day in the week, very easily run modern pharmacy with fully trained friendly staff. Tel: 0484 545351.
- LUTON AREA** - Pharmacist required for one or two evenings each week 6-9pm. Tel: 0582 419432.
- YARDLEY** - Regular Saturday locum required to work in a pleasant pharmacy 9-2pm. Tel: 021-706 2723.
- NORTH FINCHLEY** - Evening locum, experienced in community pharmacy required 6.30-9pm. Tel: 081-445 0085.
- ROCHFORD, SOUTHEAST** - Regular locum required to work one day a week. Tel: 0702 544104.

DISPENSING TECHNICIANS

- ENFIELD** - Qualified or trained dispenser required to work full time in a busy dispensary, part-time considered 9-8pm. Tel: 081-363 3210.

SITUATIONS WANTED

- LEEDS & SURROUNDING AREAS** - Locum available days or weeks (Monday-Friday). Tel: 0532 682560.

EXCESS STOCK

- TRADE LESS 30%+VAT** - 60 Orudis suppositories, 1x10 Imferon (exp 1/94), 100x Sabril (exp 6/95). Tel: 0772 6832288.
- TRADE LESS 25%+VAT+POSTAGE** - Diflucan 200mg 2x7, Viskaldix 2x28, Hollister 7700x4, 1433x2, 7731x1, Uriplan 500ml DT55x6, Trident 370802x1. Tel: 071-701 1643.
- TRADE LESS 30%+VAT+POSTAGE** - Klaricid 250mg tabs. Tel: 081-573 8160.
- TRADE LESS 50%** - 2x30 Simcare symphony (32 335 45) 1x30 Biotrol integrale (32 435), trade less 30% - 11x30ml Dalacin-T lotion, 7x30 Colestid granules. Tel: 0908 677564.
- TRADE LESS 50%+VAT+POSTAGE** - Alu-caps, Arythmol 150mg, Cedocard S,

Deponit 5, Gastrozepin, Ilsonone caps, Inderal 160mg, Inderetic, Ismo 40, Pepcid 40mg. Tel: 0232 483196.

TRADE LESS 40%+POSTAGE+VAT - BD Microfine syringes 1.0ml, Zocor 20mg tabs, Vasace 1mg. Tel: 0742 554361.

TRADE LESS 50%+VAT+POSTAGE - Aminoglutethimide 250mgx128 (exp 1/95), Atromid S 500x100 (exp 4/94), Declinax 10mgx100 (exp 4/94), Aldomet 125mgx100 (exp 5/94), Allegron 10mg 2x100 (exp 5/96), Haloperidol 10mgx95 415 (exp 1/94), Hydergine 1.5mg (PI) 2x100 (exp 95/96), Lopaxac 10mg x 210 (exp 1/97), Flemoxin solution 375 6x10 (exp 7/94). Tel: 0606 77485.

TRADE LESS 20% - 3x105 Zovirax single packs 800mg, 1x5 Zofran inf 4ml, 1x600ml Tagamet syrup, 1x100 Rifinah 150mg. Tel: 0622 717141.

TRADE LESS 50%+VAT+POSTAGE - 2 Medihaler 150 (exp 10/93), Mexitil 200mg. Tel: 081-767 6005.

TRADE LESS 50%+VAT+POSTAGE - 1x150ml Anafranil syrup (exp 1/94), 1x100g Dermovate cream (exp 1/94), 1x100g Dermovate cream (exp 12/93), 1x100 Sussard Bucca 3mg (exp 11/93). Tel: 091-377 3413.

TRADE LESS 30%+VAT - 60 Cedocard 5 (exp 11/93), 2x10 Accusol bag 7mcn (exp 1/94), 2 Calaband 7.5 (exp 11/93), Nicotinnell TTS 28 (exp 11/93), 1 Pepcid PM20g (exp 2/94), 3x40gm Canestan Spray. Tel: 0702 715485.

TRADE LESS 50%+VAT+POSTAGE - 5x1ml Modectate conc inj (exp 9/93), 8 x Ventide inhalers (exp 10/93), 1x100 Al-dactone 100mg (exp 1/94), 5x225G Protifar GF Milk, 28 x Conveen Urinseath 5130m 27x5200, 10 each of Conveen urine bags 5170+5173. Tel: 0693 830261.

TRADE LESS 40%+VAT+POSTAGE - 55x Actisorb Plus dressings 10.5cmx2, 28 x Slow Trascor (exp 10/93), 141 x Bradilan tabs, 2x28 Betaloc SA (Exp 2/94), 1x70 Betaloc 100mg, 6 x Coloplast plates 1200, 38 x Coloplast bags 1210. Tel: 0693 830261.

TRADE LESS 30%+VAT+POSTAGE - Rifinah 5 tabs (exp 5/94), Lopresor 100x82 tabs (exp 7/94), Alupent aerosol 1x15ml (exp 3/94), Dozic haloperidol 1mg/ml 2x100ml (exp 4/94), Decadron 500mgx100 (exp 12/95), Berotec inhaler x 2 (exp 6/94). Tel: 081-764 4812.

TRADE LESS 50%+VAT - 4x10 Uniparin 5000iu/0.2ml syringe (exp 11/95), Calciparine 12500iu/0.5ml (exp 11/94). Tel: 0332 834369.

TRADE LESS 50%+VAT+POSTAGE - 1x56 Monit 20mg, 1x30 Nolvadex D 20mg, 1x112 Intal Co, 1x112 Intal, 1x100 Elantan 20, 2x30 Convatex S266. Tel: 0224 642760.

TRADE LESS 30%+VAT+POSTAGE - Quantities of Seven Seas multi-vitamins and minerals 60s (exp 9/94), multi-vitamins and minerals 30s (exp 8/94) Super EPO 50s (exp 10/94) OAD Plus 30s (exp 9/94). Tel: 0493 843501.

TRADE LESS 30%+VAT+POSTAGE - 19x5 Hollister 7700 (skin barrier). Tel: 0652 632129.

TRADE LESS 30%+VAT - Suprefact sprays, 90 Seroxat 30mg, 156 Provera 200mg, 100 Staril 20mg, 56 Lamictal, 156 Celance 250mg, 56 Hytrin 10mg, 100 Ubretid. Tel: 0202 574386.

TRADE LESS 25%+VAT - Orudis 50x184 (exp 96), Granuflex E x 5 (exp 11/93), Betnovate lotion 2x100ms (exp 9/94),

Molipaxin 50gx112 tabs (exp 7/96), Lo-coid oint 100gx1 (exp 3/97), Cyprostat 50gx126 (exp 2/97), Myambutol 400gx42 (exp 10/94), Ismelin 25mgx22, Nozinan 25mgx407 (exp 4/94), Thephorin x 72 (exp 2/96) plus others. Tel: 0533 668548.

FOR SALE

TAKIO BLOOD PRESSURE MACHINE - Excellent condition, offers over £650. Buyer collects. Tel: 091-2525146 (Whitley Bay).

NOMAD CASSETTES, TRAYS, ETC - 30% trade+VAT+postage. Tel: 0272 736580.

IBM PS2 MODEL 30 PERSONAL COMPUTER - With DOS 5 £250 ono, buyer collects. Tel: 0283 62461 (Burton-on-Trent).

PMR SYSTEM - Suitable for Richardson or Chemtec software, arche parade 286 computer 40mg HDD, monitor, Panasonic printer, best offer secures. Tel: 07715 204.

VESTRIC LINK - Complete system with software, fully maintained, full labelling facility, auto orders etc, offers invited. Tel: 0895 442788.

VOLVO 740E AUTO ESTATE - Electric sunroof, windows and mirrors, stereo R/C, heated front seats and mirrors, metallic, low mileage, one owner, A1 condition £10,300. Tel: 0733 578277.

SILVER REED CPH1 PHOTOCOPIER - Hardly used, offers over £100. Tel: 0980 863053.

MEDIC-AID PORTA-NEB - Mains £60, Medix world traveller nebuliser, mains/car/battery £115, AAV 230 WT oxygen cylinder with adapter 150 all very good condition. Tel: 0322 337445.

WANTED

SODIUM BICARBONATE TABS - 300mg or 600mg required. Tel: 0639 812291.

NORDIA WALL STEM (UPRIGHTS) - To take old Nordia shelving any length or colour. Tel: 091-232 1440.

PARENTOVITE IM - Must be dated 1994 or better offering trade less 50%. Tel: 06487 62653.

STELAZINE 15MG - Securons SR, Meptid and other to swap. Tel: 0482 54260.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to *Chemist & Druggist*. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form printed below.

EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers, they must satisfy themselves about product history, conditions of storage and so on.

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname.....

First names.....

Address.....

..... Postcode

Personal RPSGB Registration number.....

Telephone number.....

Proposed advertisement copy (maximum 30 words)

.....

.....

.....

.....

.....

To be included under section Heading.....

Signed..... Date.....

Aboutpeople

Bungee jump raises £700 for charity

"One. Two. Three. Jump!" For pharmacist Shaheen Bhatia (below and right) this was the "most frightening and exciting moment" of her life.

On September 12, Mrs Bhatia jumped from a platform several hundred feet above the ground, with an elasticated rope tied to her ankles, and was bounced up and down before returning to solid ground. Her bungee jump raised nearly £700 for the Macmillan Nurses Appeal.

It was a cold, dark and wet morning as Mrs Bhatia was lifted skyward by a crane. Although she was "thoroughly drenched" and "feeling a bit nervous", about 30 people had turned up to see her do the jump so she felt she couldn't let them down.

Sponsorship came from customers at P&S Chemist in Ilford, local doctors, nurses, sales representatives and delivery boys.

"It was an experience of a lifetime and I'd recommend it to any pharmacist who thinks stress is getting to them," she said. "It definitely clears the head."

Any pharmacists who would like to add to the £700 for the Macmillan Nurse Appeal should send their donation to: Mrs Shaheen Bhatia at P&S Chemist, 111 Ilford Lane, Ilford IG1 2RJ.



Goodhew's swimming bear

Duncan Goodhew, the Olympic gold medal swimmer, called in at Gloucester Royal Hospital earlier this month on a visit arranged by Glaxo Laboratories.

Mr Goodhew donated a special swimming teddy bear to the Pied

Piper Appeal, which is raising money for a new children's unit at the hospital. The Appeal is holding a teddy bears' picnic on September 26 and hopes to have 10,000 bears present, setting a new world record.



Mark Lawrence tries on Duncan Goodhew's gold medal during a visit to the paediatric oncology unit at the Gloucester Royal Hospital

Celebration dinner for NAWP



Guests at the NAWP celebration party included (front row, from left): founder member Joan Alderson; Alice Greenwood, honorary vice-president; Mary Gwilliam-Davies, president; and Margaret Barnes, branch chairwoman

The Blackpool and Fylde branch of the National Association of Women Pharmacists celebrated its 40th anniversary with a dinner in Fleetwood.

Guests, who came from as far afield as Manchester and Cardiff, were welcomed by the local chairwoman Margaret Brown. NAWP national president Mary Gwilliam-Davies proposed a toast to the branch. A celebration cake was cut by founder members Alice Greenwood, Joan Limb and Joan Alderson.

Appointments

Sterwin have appointed two area managers to their team. **Stuart Walker** will cover North East England, North Yorkshire and Sheffield and **Steve Evans** will be responsible for South Yorkshire, Leeds, Doncaster, Nottingham and Staffordshire.

GB Products have expanded their salesforce with five recruits: **Tom Frew** will cover West Scotland and Cumbria; **Dick Sullivan** is the representative for East London and Essex; **Yvette Dumont** covers South East England; **Peter Milton** is responsible for South West England and **Stuart Robinson** for Yorkshire.

£350,000 in women's magazines will
turn one of today's greatest problems
into a fantastic
opportunity for you



Independent research has
shown that Kalms is the first choice
traditional herbal remedy to help
sufferers from stress cope. And with
a major colour advertising campaign
you'll be able to cope by stocking
and displaying Kalms.

Keep Calm
Keep Kalms

THE BRAND LEADER



LEADERS IN NATURAL HEALTHCARE

Don't dice with lice

“Insect populations that are indefinitely exposed to a single insecticide inevitably develop resistance.”¹

ABBREVIATED PRESCRIBING INFORMATION

CARYLDERM® Lotion,
DERBAC®-C Liquid,
DERBAC®-M Liquid,
FULL MARKS® Lotion and
PRIODERM® Lotion

Indications: DERBAC-C Liquid, CARYLDERM Lotion, FULL MARKS Lotion, PRIODERM Lotion and DERBAC-M Liquid: Treatment of head lice infestation

Active ingredients: DERBAC-C Liquid carbaryl 1.0% w/w CARYLDERM Lotion carbaryl 0.5% w/v PRIODERM Lotion malathion 0.5% w/v DERBAC-M Liquid malathion 0.5% w/w FULL MARKS Lotion phenothrin 0.2% w/v

Dosage and administration: Sprinkle onto dry hair and rub gently into the scalp until all the hair and scalp are thoroughly moistened. Allow the hair to dry naturally and leave for at least 2 hours (12 hours for DERBAC-C Liquid and DERBAC-M Liquid). Shampoo the hair as normal. Rinse and comb whilst wet to remove dead lice and eggs.

Contra-indications, warnings, etc: Not to be used on infants under 6 months of age except on medical advice. Avoid contact with the eyes. Skin irritation can occur. These treatments may affect permed, coloured or bleached hair. Do not use these products if you are sensitive to any of the active ingredients. CARYLDERM Lotion, FULL MARKS Lotion and PRIODERM Lotion contain isopropyl alcohol which may exacerbate asthma or eczema. As they are also flammable, apply and dry the hair with care and do not use artificial heat.

Prices: CARYLDERM Lotion: 55 ml, £1.595 (R) £2.80; 160 ml, £2.845 (R) £4.99. DERBAC-C Liquid: 50 ml, £1.595 (R) £2.80; 200 ml, £3.415 (R) £5.99. DERBAC-M Liquid: 50 ml, £1.595 (R) £2.80; 200 ml, £3.415 (R) £5.99. FULL MARKS Lotion: 55 ml, £1.595 (R) £2.80; 160 ml, £2.845 (R) £4.99. PRIODERM Lotion: 55 ml, £1.595 (R) £2.80; 160 ml, £2.845 (R) £4.99.

Product licence numbers: CARYLDERM Lotion PL 0337/0038, DERBAC-C Liquid PL 0337/0203, DERBAC-M Liquid PL 0337/0205, FULL MARKS Lotion PL 0337/0153, PRIODERM Lotion PL 0199/5002R.

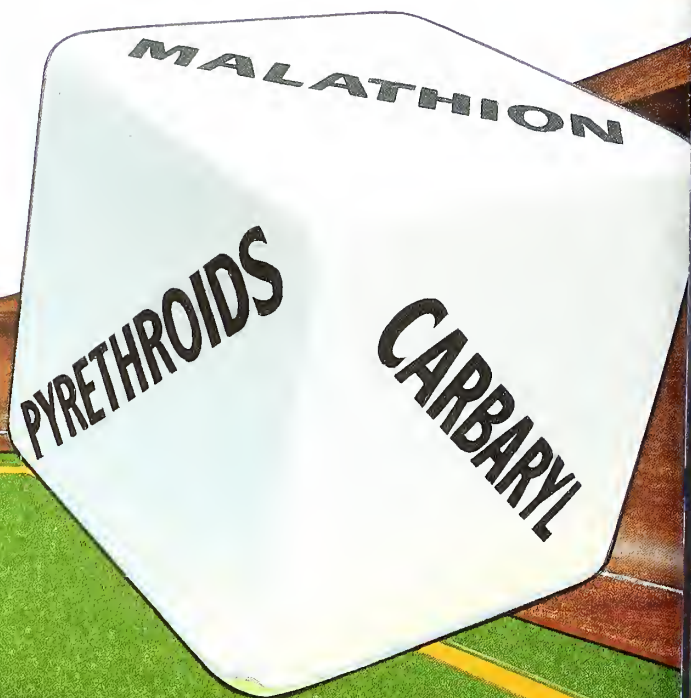
Product licence holders: Napp Laboratoires Ltd., Cambridge Science Park, Milton Road, Cambridge CB4 4GW UK (CARYLDERM Lotion, DERBAC-C and DERBAC-M Liquid, FULL MARKS Lotion). Pnory Laboratoires Ltd., (Member of Napp Pharmaceutical Group), Cambridge Science Park, Milton Road, Cambridge CB4 4GW UK (PRIODERM Lotion only).
Date of Preparation: June 1993.

Further information is available on request from Napp Laboratoires Limited.

© The NAPP device, FULL MARKS, PRIODERM, CARYLDERM and DERBAC are Registered Trade Marks.
© Napp Laboratoires Limited, 1993.

References

1. Maunder J, Cooper N. Prescriber 1991; (25): 27-48.
2. Maunder JW. J Roy Soc Health 1991; 111: 24-6.



To help prevent resistance development

FOLLOW THE ROTATIONAL POLICY

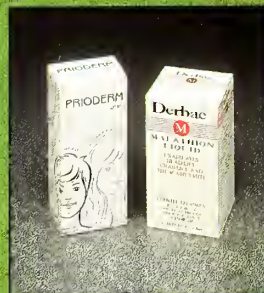
as recommended by your Regional/District Pharmaceutical Officer

Napp Consumer Products Division have a full range of products to fulfil all requirements of the rotational policy

pyrethroids
(phenothrin)



malathion



carbaryl



“Any incipient resistance which may have developed can then be eliminated by the discontinuance of the first insecticide and the substitution of another for the next three years.”²

To find out which product is on rotation in your area, please contact your Regional/District Pharmaceutical Officer or ring the
HEADLICE HELPLINE ON 0223 424444



Consumer Products Division, Napp Laboratoires Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. Date of Preparation: February 1993.

A Chemist & Druggist publication
for pharmacy assistants

SEPTEMBER/OCTOBER 1993

OTC

OVER THE COUNTER

**Tummy problems from
top to bottom**

**Step by step guide to
glamorous eyes**

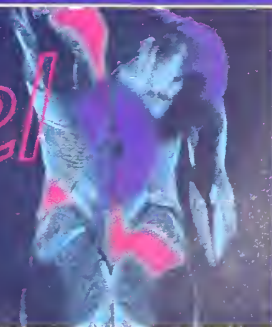
**Help and advice for
cystitis sufferers**

**Shop displays should
prove a customer draw**

**Ways to make life easier
for stoma patients**

Oruvail^{TRADEMARK} *gel*
Ketoprofen

*Powerful relief from backache, muscular
and rheumatic pain, sprains and strains.*





Now Nicorette® makes it easier to start stopping

Nicorette® - the world leader in smoking cessation - introduce Britain's first 3 Day Start Pack. To help more smokers than ever discover the benefits of Nicorette® Patch.

Over 90% of smokers are aware of Nicorette® Patch¹. 65% are interested in trying it². But up to now, not all of that interest has been converted into actual purchases. One reason for this is perceived cost. Although each patch only costs about the same as a packet of cigarettes, paying for seven or more at once can put a lot of people off.

Now new Nicorette® 3 Day Start Pack answers the problem! You can't recommend a more inexpensive introduction to the benefits of a nicotine patch. And your customers can't buy a more effective nicotine patch.

NICORETTE®
*You can't recommend a
more effective nicotine patch*

Ref 1: Millward Brown, June 1993
Ref 2: Millward Brown, April 1993

Abbreviated prescribing information

Nicorette® Patch 15 mg, 10 mg and 5 mg. Presentation: Transdermal delivery system available in sizes (30, 20 and 10 cm²) releasing 15 mg, 10 mg and 5 mg of nicotine respectively over 16 hours. **Indications:** Treatment of nicotine dependence, relief of withdrawal symptoms associated with smoking cessation. **Dosage and Administration:** Nicorette® Patch should not be used concurrently with other nicotine products and patients must stop smoking completely when starting treatment. The recommended treatment programme should occupy 3 months. One Nicorette® Patch should be applied to a dry, non-hairy area of skin on the hip, upper arm or chest in the morning and removed at bedtime. Application should be limited to 16 hours within any 24 hour period. Patients are recommended to commence with one 15 mg patch daily for the first 8 weeks. Patients who have remained abstinent should then be supported through a weaning period, consisting of one 10 mg patch daily for 2 weeks followed by one 5 mg patch daily for a further 2 weeks. Patients should be reviewed at 3 months and if abstinence has not been achieved, further courses of treatment may be recommended if it is considered that the patient would benefit. **Contra-indications, Warnings etc.:** Contra-indications - Non smokers, children under 18 years, pregnancy, lactation, known hypersensitivity to nicotine or component of patch.

Precautions: History of angina, recent myocardial infarction or cerebrovascular accident, serious cardiac arrhythmias, systemic hypertension or peripheral vascular disease, history of peptic ulcer, diabetes mellitus, hyperthyroidism, phaeochromocytoma, chronic generalised dermatological disorders. **Warnings:** Erythema may occur. If severe or persistent discontinue treatment. **Drug Interactions:** See full data sheet. **Side-effects:** Application site reactions (e.g. erythema and itching), headache, dizziness, nausea, palpitations, dyspepsia and myalgia. Other subjective sensations associated with smoking cessation or nicotine administered by smoking may occur. **Legal Category: P.** **Package quantities:** Cartons containing Nicorette® Patches in single sachets in the following quantities. Nicorette® Patch 15 mg (PL 0022/0105) - packs of 3 (£4.99), packs of 7 (£9.07) and 28 (£36.28). Nicorette® Patch 10 mg (PL 0022/0104) - packs of 7 (£8.36). Nicorette® Patch 5 mg (PL0022/0103) - packs of 7 (£7.20). **Full prescribing information available on request from:** Kabi Pharmacia Ltd., Davy Avenue, Knowlhill, Milton Keynes, Buckinghamshire, MK5 8PH. Date of preparation June 1993.



Kabi Pharmacia

SUPPLEMENT TO

CHEMIST & DRUGGIST

September 18, 1993

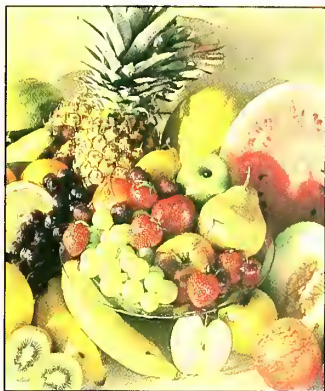
Editor: John Skelton, MRPharmS
Supplement Co-ordinator:
Jane Feely, PhD, MRPharmS
Art Editor: Tony Lamb
Advertisement Manager:
Jan Gerrard
Publisher: Ron Salmon, FRPharmS

nn A United Newspapers publication

Contents

Tummy troubles

From indigestion and heartburn to constipation and diarrhoea, there's no end of things that can go wrong with the humble gastro-intestinal tract... **8**

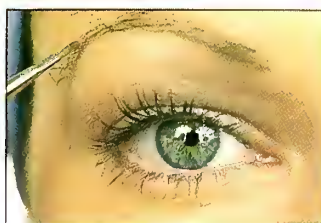


A pain in the ...

Haemorrhoids are no laughing matter if you happen to suffer from them. Jane Feely explains how to give tactful advice on their treatment and prevention **26**

Caring for your stoma patients

Stoma patients have very specific needs from their pharmacy, whether its tactful advice, regular supplies of bags or details of a local support group, as Liverpool pharmacist Jeremy Clitherow explains **30**



The eyes are the windows of the soul, as the saying goes. C&D's Sarah Purcell shows you how to make your eyes worth a second look **34**

Conjunctivitis, styes and all — many minor eye conditions can be successfully treated with OTC products. Joanne Grimes offers some practical advice including contact lens care **36**



An attractive window display can prove a winner when you need to grab the attention of passers by. Training consultant Diane Bailey takes a look at display and merchandising techniques **40**

OTC

Volume 5 Number 45
September/October 1993

Coping with a cystitis crisis

Sally Maladie is a bit miserable thanks to an attack of cystitis. What treatment would you recommend and how can she stop it coming back again? **42**



The misery of menstruation

A recent survey has revealed the extent of ignorance among young teenagers about puberty and menstruation. Many can't talk to their parents and some still believe the most amazing myths... **46**

Oruvail Gel, the latest POM to be reclassified is now available to consumers as an OTC medicine in 30 gram tubes, while the 100 gram tube remains as a POM.

Oruvail Gel is an effective topical non-steroidal anti-inflammatory drug, which offers powerful pain relief from muscular and rheumatic pains, backache, strains and sprains.

Oruvail Gel contains ketoprofen which not only delivers powerful pain relief but it also reduces the inflammation which can cause further pain.

Oruvail gel is available pharmacy only, retailing at £3.95 per 30 gram tube.

**For further information, please contact:
RPR Family Health Division,
Eastbourne BN21 3YG
Telephone contact 0323 721422.**





These past few weeks have seen the announcement of even more changes that will have a direct effect on life in the pharmacy.

At the end of July, the Government published a list of products it proposes to move from POM to P status. Two groups in particular stand out, the anti-ulcer products cimetidine and famotidine for heartburn and dyspepsia and the nasal spray beclomethasone for hayfever prophylaxis.

For some time now pharmacists have been lobbying for more effective products to be switched from POM to P and it looks like they'll get their wish. It will also mean a new challenge for assistants in terms of education and counselling.

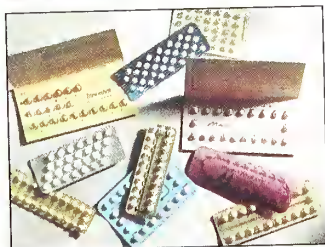
Meanwhile, the Selected List has raised its head again with proposed additions to the list of products doctors can't prescribe on the NHS. Nicotine patches and topical anti-rheumatics were among those affected.

Situations like these emphasise the need for continuing training by manufacturers, the National Pharmaceutical Association with its assistants' courses, and our own initiative with de Brus (see *Chemist & Druggist* August 7, p201) for example. And it's another reason why we try to make OTC the easiest way to get all the information you need for your role in the front line of pharmacy healthcare.

Jane Feely

Supplement Co-ordinator

HEALTH NEWS



Women who go to their GP for family planning advice are less likely to understand how to take their Pill correctly than women who attend family planning clinics, research has suggested.

A report in the *British Journal of Family Planning* found that the failure of the combined oral contraceptive Pill was more common in women who had been advised by a GP than those who saw a family planning doctor.

The clinic-instructed group was also better informed about what to do in the event of a Pill being forgotten, or if they suffered from severe vomiting or diarrhoea.

With health authorities coming under financial pressure to close such clinics, some experts are warning that the number of unwanted pregnancies could rise.

Professor John Guillebaud from the Margaret Pyke Centre, believes that GPs need to set aside sufficient time to educate women about taking their Pill. He has welcomed a move by Wyeth who have relaunched two Pills — Tri-Minulet and Minulet — with clear, concise information on-pack.

Wyeth found that Pill users tend to discard pack leaflets or compliance instructions but, by featuring this information actually on the pack, they can keep a reference guide to hand.

GPs are being encouraged to talk patients through each step of the instructions to ensure they understand how to take the Pill correctly.

Nearly one in eight men, mostly between the ages of 16 and 24, have difficulty putting a condom on a model penis, according to a survey by *Which?* magazine.

In addition, many people are damaging condoms by using lubricants which attack the rubber.

Which? researchers asked nearly 300 men, aged between 16 and 64, to demonstrate

putting a condom on a model penis. They were watched and interviewed by a professional sexual health worker. The results make interesting reading!

Of the volunteers, 16 had never used a condom before and 47 had last used one over a year ago. Yet only five read the instructions provided with the condoms. Nearly one in eight men could have opened the foil packet with a little more care, the researchers thought.

Nearly one in five men tried to unroll the condom inside out and eight unrolled it with the fingers and tried pulling it on like a sock — not a good idea as the struggle can cause damage.

On the question of lubricants, over half the men thought that using Vaseline would be OK, two in five suggested baby oil and a third thought massage oil would do the trick.

However, these three contain oils that can make a condom virtually useless within minutes by attacking the rubber, says the magazine. Water-based lubricants are preferred.

Would your man notice if you changed your lipstick? Probably not, according to a national survey by Lechner.

Nearly three-quarters of women questioned reckoned the man in their lives would not notice if they changed their lipstick colour. Which is a shame because 85 per cent of women believe their make-up makes them more attractive and nearly two-thirds claim they make-up for their partners as well as for themselves.

And the problem gets worse with age! While 60 per cent of teenagers think their partners would notice a change, just 20 per cent of women in their 40s think the same.

Predictably, one thing men do notice is the amount of time that women spend putting on make-up and subsequently fiddling with it. In fact 44 per cent of women retouch their make-up one to three times a day. The Welsh are the worst, with one in five spending over 16 minutes to put their make-up on and one in ten retouching it more than ten times a day!

Make-up, it appears, is an essential part of daily life for most women. A staggering 97 per cent wear lipstick and 64 per cent foundation and mascara. Some women just can't operate without it, one in five admits to wearing make-up even while they do the housework or the gardening.



Prostate problems

Problems with the prostate gland can affect the quality of life of many men, yet thousands are reluctant to seek medical help until symptoms are advanced.

Benign prostatic hyperplasia (BPH) is a non-malignant growth of the prostate gland, part of the male reproductive system. As the gland enlarges, the channel which passes through it, carrying urine, gets narrower and this causes difficulty when urinating and the desire to pass water at frequent intervals.

Half of all men over the age of 60 have symptoms of BPH while 25 per cent of those who reach 80 will require surgery.

A survey of men over the age of 40 in Scotland found that half of those with BPH said their condition interfered with activities like driving for more than two hours, playing sport outdoors or getting enough sleep at night. A large number compromised their lifestyle to cope with their condition.

One of the authors of the survey, which appeared in the *British Journal of General Practice*, Professor Michael Garraway of Edinburgh University, believes the situation is similar to that of the menopause ten to 20 years ago when women were expected to cope with the symptoms as a natural part of ageing.

"Nowadays menopausal women are more forward in discussing their problems and are relatively uninhibited about seeking help. I hope that in a few years' time, men will have a similar attitude towards BPH."



Proposed changes to Selected List

The Government has published a list of proposed additions to its Selected List of medicines not prescribable under the NHS. Topical anti-rheumatic products and nicotine patches are among those affected.

The Selected List first came into existence in 1985 when the Government decided to restrict those medicines in certain categories which a doctor could prescribe on the NHS.

THE CRÈME DE LA CRÈME



Ever since it was introduced over 40 years ago, Cream E45 has been dominating other therapeutic moisturisers.

At this time, it has about 80% of this market, both in units sold and sterling value.¹ And its rate of sale is 6 times that of the nearest competitor.²

It's not just the dry skin market, either. The sales of Cream E45 put it in the top 10 of all pharmacy OTC brands, regardless of product category.³

So to all our competitors, hard luck. And to all the pharmacists who support Cream E45, merci beaucoup.



E 4 5 D E R M A T O L O G I C A L S K I N C A R E

Those which were effectively "blacklisted" either had to be bought over the counter or, in the case of some tranquillisers, on private script.

Despite opposition from industry, the Government decided to extend the List's scope and include an additional ten product categories. The first of these, topical anti-rheumatics, is among this set of proposed changes.

It means that, once the changes become law, patients will no longer be able to have a prescription for products like Algipan, Elliman's embrocation, Radian B liniment and Ralgex cream and stick.

The Government has also decided to black-list nicotine patches. Nicotinell is already blacklisted but it is being joined by six other brands including Nicabate and Nicorette.

Defending this decision, the Health Minister Dr Brian Mawhinney said that nicotine patches did have a role to play in helping some people stop smoking but there was no reason why their cost should be met by the NHS.

"People who can afford to smoke can also afford to buy products to help them stop smoking," he said. "It is worth emphasising that there are around 11 million ex-smokers in this country and most have given up without pharmacological help."

Jeremy Clitherow, chairman of the Pharmacists' Action on Smoking, said the effect would be to bring more unwilling smokers into the pharmacy for help and advice on how to give up.

Pharmacy in favour of garlic

Nearly two-thirds of pharmacists would recommend garlic to their customers as a general and useful aid to health, according to a new survey.

Research carried out for the Garlic Research Bureau found that pharmacists and GPs readily agree with the health messages



which surround garlic, especially concerning a healthy heart.

Both groups recognise that garlic has a role to play in the treatment of arterial disease, raised blood lipids and elevated blood pressures, the Bureau says. However, pharmacists have a greater knowledge than GPs of the benefits of garlic for coughs, colds and other minor ailments.

The statement "garlic is good for you" achieved positive reactions from 86 per cent of pharmacists and over half of the doctors questioned.

Currently, workers at the University of Wolverhampton are looking at the effect of garlic oil on common infectious bacteria found in the GI tract.

Work in the laboratories has shown that garlic oil can effectively kill as well as inhibit the growth of many of these bacteria, particularly the ones associated with food poisoning, without damaging the normal helpful residents of the gut.

Future work is aimed at determining the oral dose of garlic oil necessary to have an effect against the bacteria.

Two million women purchase treatments for thrush from their pharmacist every year, yet more than 25 per cent are going away with the wrong product, a new survey claims.

Some 15 per cent of women are buying the external anti-fungal cream Canesten 1 per cent as a thrush treatment instead of Canesten 10 per cent VC, an intravaginal cream, or Canesten 1, a single-dose pessary.

Dr Sally Hope, GP and chairwoman of the Primary Care Group in Gynaecology, says that because thrush is an internal infection, usually high in the vagina, external creams will only relieve the symptoms and not the cause.

"It is highly likely that thrush sufferers who are using external creams will experience repeat attacks of thrush not due to a new infection but because the original one persists," she says.

"An internal, intravaginal treatment

must be used to treat thrush since that will treat the cause as well as relieving the symptoms."

David Wood, retail development director at Numark, recognises the embarrassment factor for women having to ask for thrush treatments in a pharmacy.

"The provision of facilities for the customer to discuss her problem confidentially is very important. And where the pharmacist is male, the availability of a trained female member of staff could also help some customers overcome any embarrassment."

The survey, among more than 200 pharmacists, was commissioned by Bayer and carried out by Taylor Nelson.

Want more information?

Every issue, *Over the Counter* gives details of some of the leaflets and booklets available relating to topics covered in that issue, with details of where these can be obtained. (For company addresses and phone numbers, see the C&D Monthly Price List)

| Subject | Product(s) | Where obtained |
|--------------|--|--|
| Constipation | Nylax | Nylax Constipation Guide, PO Box 63, High Wycombe, Bucks, HP10 8XA |
| Indigestion | Remegel Asilone Magnatol | Warner-Lambert Crookes Healthcare Sterling Health |
| Diarrhoea | Arret/Rapolyte | Janssen |
| Haemorrhoids | Germoloids Preparation H | Smithkline Beecham Whitehall Labs |
| Eye make up | Eye-lite | Mavala |
| Cystitis | Cystopurin Cymalon | Roche Nicholas Sterling Health |
| Menstruation | Feminax Vagisil/Lanacane Buscopan Mates | Roche Nicholas Combe Windsor Healthcare Mates Healthcare Information Service, 37 Soho Square, London W1V 5DG |
| Stoma Care | Convatec | Convatec |



Tune in to Soft & Gentle's campaign

Colgate Palmolive are inviting *Over the Counter* readers to put on some music, slip into something comfortable, and even win a trip to Paris!

This Autumn, Soft & Gentle's "Move closer with confidence" campaign will be featured in magazines, continuing the theme of this Summer's TV ad.

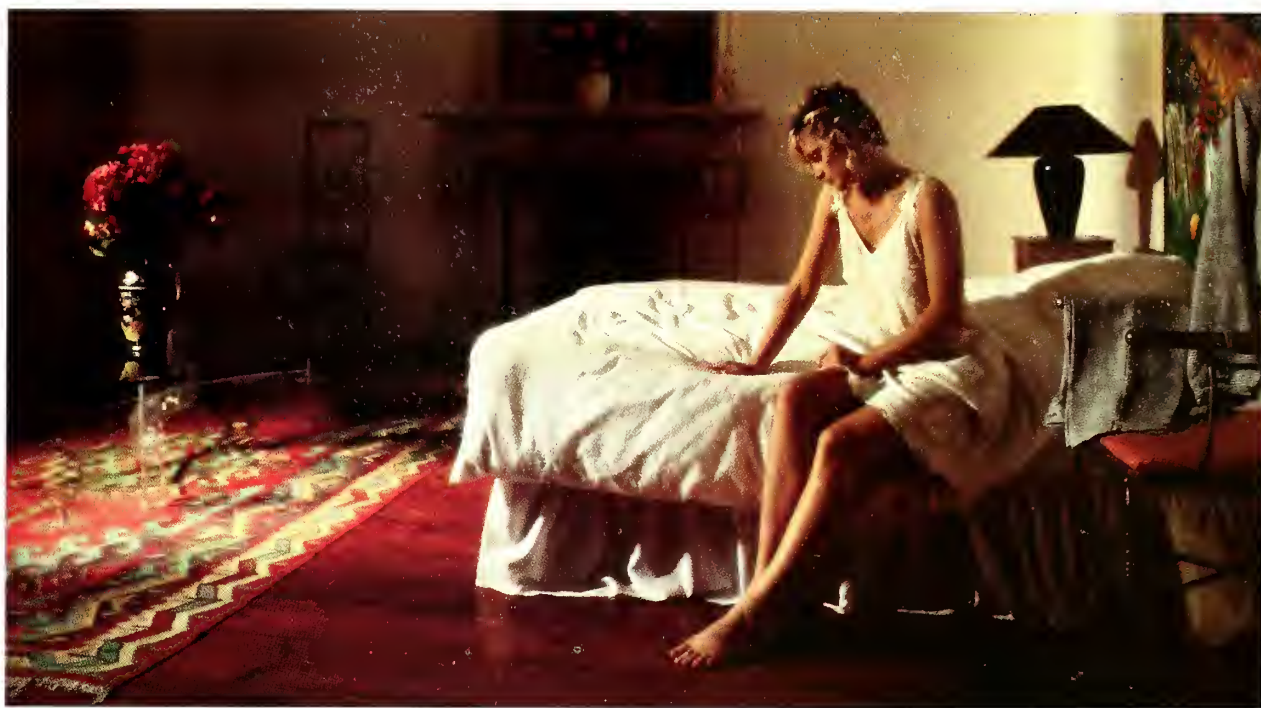
Such was the success of the TV ad that the backing track — a remix by Sylvia Mason James of Phyllis Nelson's "Move Closer" — has been released. The CD includes a further track

plus a club mix.

Colgate Palmolive is offering 20 readers the chance to own one of these CDs and a Soft & Gentle T-shirt. And there's an added bonus for the winners as the CD contains an entry form to win a weekend for two in Paris.

Send your name, the name and address of your pharmacy, and a day-time phone number, to *Over the Counter/Soft & Gentle*, C&D, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW to arrive by October 15.

IF IT'S THRUSH, RECOMMEND CANESTEN



Following its introduction, Canesten has become one of the most successful OTC brands ever.

It is available either as vaginal cream or vaginal tablet/pessary, which gives your customers the choice of two presentations of the same effective treatment (over 90% of all women successfully treated with a single dose^{1,2}).

This success further reinforces Canesten's position as the unchallenged market leader, both as a prescription and OTC therapy. And, given the reception of Canesten by your customers, it contributes to your success as well.

We at Bayer shall continue to support you with heavy investment in advertising and a complete range of educational materials for consumers and your staff. To make sure Canesten stays ahead of the field, we are rolling out Canesten TV advertising in many more regions and stepping up advertising in women's journals.

Please make sure your stock is at an adequate level; and contact us for a copy of the comprehensive Professional Guide and other educational materials.

Canesten[®]
clotrimazole

CT INFORMATION
Canesten 10% VC is
as a single pre-filled
or containing 5g of 10%
azole vaginal cream.
It is available as a single
tablet containing 500mg
azole and an applicator in
to place the tablet for
Uses Candidal
Dosage and
Canesten 10%
Insert the contents of
filled applicator
nally, preferably at night.
1. Adults Place the
1 vaginal tablet in the
or, and insert
nally, preferably at night.
Since both of these
are used with an
or, paediatric usage is not
ended. Contra-
Hypersensitivity to
azole. Side-Effects Rarely
may experience local
ning or irritation
tely after inserting the
ypersensitivity reaction
ur Use in Pregnancy In
udies clotrimazole has
associated with
ic effects but following
inistration of high doses
ere was evidence of
city. The relevance of
t to topical application
is not known.
clotrimazole has been
pregnant patients for
ade without
ole adverse effects. It is
recommended that
ole should be used in
y only when considered
by the clinician. If
ing pregnancy extra care
taken when using the
r to prevent the
y of mechanical trauma.
al Oral Ingestion In
routine measures such
lavage should be
d as soon as possible
stion. Pharmaceutical
ons Canesten 10% VC
ore above 25°C.
No special storage
ns are necessary. Legal
P Retail Selling
95 for each product.
Licence Number
10% VC PL 0010/0136,
1 PL 0010/0083. Date
ation August 1992.
es: 1. Cohen L., *Curr*
Opin 1985; 9 (8): 520-3.
a L., Forssman L. *Am J*
med 1985; 152 (7/2):
lc, December 1992.
red trademark of
Bayer and are
es of Bayer AG.



copy of the
al Guide, contact:
Pharmaceutical
Group, Bayer House,
y Hill, Newbury,
RG13 1JA.

Keeping regular

Constipation is no respecter of age, class or education; it's a common problem that can affect us all. Jane Feely takes a closer look at this taboo condition

Why is it that no one mentions constipation unless it's in a humorous context? Serious discussion about anything to do with the bowels — be it "the runs", piles or constipation — is very much a taboo subject.

I'm not advocating that this is suitable conversation for polite dinner parties, far from it. But there are times when a person's health can actually suffer because they are too embarrassed to explain their symptoms to a GP or pharmacist.

There is an added complication — the euphemisms that people use to avoid medical terms associated with the bowels. How many times have you been left baffled by veiled hints that all is not well? You need to be attentive to pick up on phrases like "I'm a bit out of sorts" or "I'm not very regular".

With all this in mind, if someone does approach the counter for advice, be tactful and sympathetic. If your pharmacy doesn't have a specific counselling area, take them to one side so that you can't be overheard.

Working bowels

In order to understand how constipation occurs, you first need to appreciate how the bowels work normally.

What we generally term "bowels", "G.I. tract" or "gut" is in fact a long tube connecting our mouth and stomach at one end to the colon and anus at the other.

When we eat, food passes from our mouths into our stomachs and the process of digestion begins. During this, food is broken down and all the compounds that our bodies need — proteins, vitamins, carbohydrates, fats, water — are absorbed.

Once this process is complete, the leftover waste products continue on their journey, being pushed by peristalsis, the muscular contractions of the bowel wall, towards the anus.

Obviously it would be most embarrassing if we went to the toilet every time some waste material arrived at the lower end of the G.I. tract. This doesn't happen because we have control over the muscles at the end of the bowels. This control is



Picture courtesy of the Fresh Fruit and Vegetable Information Bureau

something we learn and is not present in small babies, hence the dirty nappies!

One important thing to remember about the bowels is they work best when they

have a lot to do. That's not an invitation to go and blow the latest diet out the window, but a timely reminder about the benefits of bulky fibre in the diet.



High-fibre foods

Increasing the amount of fibre in the diet is an important step in combating constipation. If your customers are unsure how to go about this, recommend they start with these foods:

- bran-based breakfast cereals
- wholemeal bread and pasta
- brown rice
- vegetables including spinach, sweetcorn, green beans, root vegetables, potatoes
- fruit including dried fruit and nuts
- pulses including peas, lentils, beans, baked beans.

Unprocessed wheat bran is a very effective source of fibre and inexpensive to buy, but many people find it unpalatable. Suggest they try mixing it with fruit or yoghurt or use it in porridge or other recipes.

What is 'normal'

Bowel habits vary from person to person and this makes it very difficult to define what constipation is. If everyone went to the toilet once a day you could say that if you hadn't been for three days you were constipated, but life's not that simple.

For some people it is perfectly normal to defaecate two or three times a day and for others once every two to three days. If anyone asks for something for constipation you should ask what change in their normal habit has prompted them to ask.

Older customers may think they have to open their bowels every day and this mistaken belief can lead to undue worry and even long-term abuse of laxatives.

If a person normally goes to the toilet only three times a week, yet passes soft stools without pain or straining, there is no problem. Constipation occurs if they pass stools less frequently than normal and each stool is hard and difficult to pass.

Common causes

There are a number of causes of constipation and in any person a combination of causes may be to blame.

Lack of fibre in the diet is one of the most common causes, particularly in Western countries where ou

Continued on p10



They won't be sitting for long

Tell your customers about Isogel's unbeatable value, then watch those bulk packs move!

Best value for money – that's what made Isogel the No. 1 bulk packed ispaghula drink by volume.

Isogel

Ispaghula Husk BP

The best value bowel regulator

CPD

Charwell Pharmaceuticals Ltd., Charwell House, Wilsom Road, Alton, Hants GU34 2TJ

Continued from p8

diet is high in processed foods containing little or no fibre. Too little fluid is another problem.

Changes in routine can also upset bowel habits, such as jet lag or when a shift worker moves from nights to days. Constipation may again result.

Certain medicines can cause constipation as a side-effect. These include painkillers which contain codeine, indigestion products with aluminium salts but no magnesium salts, and iron tablets.

Other possible causes include emotional problems, a lack of exercise and conditions such as thyroid disease or diabetes. It is also possible to "self-induce" constipation by ignoring the need to go to the toilet.

Range of symptoms

The following are some of the main symptoms which may be associated with constipation.

- Changes in bowel habit.
- Discomfort and/or pain when passing stools. Colicky stomach pains are less common.
- Bloating and wind.
- Rectal bleeding — often noticed on toilet paper after passing stools. This can be a sign of haemorrhoids or even an anal tear.
- Nausea — only in severe cases. If vomiting occurs, refer customer to their doctor immediately.
- Other symptoms — e.g. headache and tiredness. In elderly people, constipation can even lead to confusion.

Certain groups of people are more prone than others, particularly the elderly in whom poor teeth or low income may lead to a higher intake of low-fibre, refined foods. At the other end of the age scale, bottle-fed babies are more prone to constipation than breast-fed ones. Constipation can also be a real problem during pregnancy, affecting about one in three.

Treatment options

If you tell anyone how to treat constipation, they are most likely to say "take a laxative". But they do bring relief, if there are not the entire story.

Increasing the amount of fibre in the diet is a natural piece of advice to start with. This should be done gradually, adding fibre-rich foods into the normal diet. The importance of drinking sufficient liquids should also be stressed.

Babies with constipation

Watch out for laxative abuse

Unfortunately there are people who habitually take large quantities of laxatives and so damage their health.

Two main groups are likely to abuse laxatives. Firstly those who genuinely suffer from chronic constipation and who start taking laxatives on a regular basis. Over the years, this continual use damages the gut so that progressively larger doses are needed to have the desired effect.

The second group who abuse laxatives are those who believe it will help control their weight. Sufferers of anorexia nervosa and bulimia can fall into this category.

Long-term use or over-use of laxatives, especially stimulant products containing senna or aloes, can have a number of side-effects such as electrolyte imbalance, enlargement and dilatation of the colon, abdominal cramping and protein loss.

Laxative abuse is a problem that pharmacy staff are well placed to detect. Think about your regular customers and you may realise that some, usually women, buy perhaps one or two packs of laxatives a week.

The next time they ask for their chosen product, why not ask if there is any other advice you can give them, or tactfully mention that they may benefit from a visit to their doctor. Remember to discuss any concerns with your pharmacist first.

should be given more fluid, such as boiled and cooled water, between feeds. This is especially important in hot weather.

Increasing the amount of exercise that a person takes can also help reduce constipation. All sufferers should be encouraged to take walks or other exercise within their capabilities.

If constipation is making the person uncomfortable, quick relief with a laxative is the answer. These products may also be recommended for patients who have tried all the lifestyle changes but who still have problems.

Laxative choice

There are a confusingly large number of different laxatives available but explaining how they act may help you work out which one to recommend.

In general there are four main categories:

- stimulant laxatives
- osmotic laxatives
- bulking agents
- lubricants and softeners.

Stimulant laxatives work by irritating or stimulating the gut nerves and muscles. This increases peristalsis leading to defaecation.

Examples of this type of laxative include Nylax, Senokot, Dulco-lax, Ex-lax, Fam-lax and Laxoberal. These products tend to work quickly, within six to 12 hours, and should be taken at bedtime. Long-term use should be avoided.

Osmotic laxatives act by drawing water into the bowel, expanding the stool and encouraging bowel movement. It is important, therefore, that they are

taken with adequate fluids.

Old-fashioned examples include Epsom (magnesium sulphate) and Glaubers salts (sodium sulphate), which act quickly but can be a little harsh for sensitive bowels.

Lactulose (e.g. Duphalac) is often recommended. This is a semi-synthetic sugar which is not absorbed by the gut. It takes longer to work but tastes nice, a plus point when trying to get children to take it. A plum-flavoured version (Regulose) is now available.

Bulk laxatives work in the same way as increasing the amount of fibre in the diet. Fibre, which is not absorbed from the gut, adds bulk to the waste material so making it easier to pass.

Bulk laxatives, whether taken as tablets or granules, are a convenient way of increasing fibre in patients for whom altering their diet is unacceptable or inadequate. Common examples are ispaghula husk (e.g. Fybogel, Isogel, Metamucil and Regulan), methyl-cellulose (e.g. Celevac), sterculia (Normacol) and fibrous extracts of grain and citrus (Proctofibre).

These products take two to three days to work and it is important to take them with plenty of fluids.

Lubricants and softeners work in a number of ways but generally make the stool softer and easier to pass. One example is glycerin suppositories, best given during the day as they work very quickly.

The use of liquid paraffin, taken alone, is now frowned upon although it is used in

small quantities combined with other ingredients. Liquid paraffin may interfere with the absorption of oil-soluble vitamins from the gut and problems can arise if small amounts accidentally get into the lungs.

Docusate sodium (e.g. Diocetyl) is another example of this group of laxatives.

Preferred options

The choice of laxative is determined by the nature of the problem and the patient themselves. If in doubt, ask your pharmacist.

For the elderly, stimulant laxatives and bulking agents are preferred, provided the patient can take plenty of liquids. For those who have been constipated for a long time, a lubricant suppository may be used first.

In pregnancy, bulking agents are the most popular as they can be used safely throughout the nine months.

If the person has haemorrhoids or should avoid straining because of a recent operation, a softening agent with adequate fluid intake is the best option.

As this article has explained, constipation is a very common problem, which is likely to affect a large number of your customers. It is also one that can cause a great deal of embarrassment and reluctance to seek advice.

Armed with information about causes and treatment, and awareness of the need to be tactful and discreet, you can help remove some of the taboos surrounding this area.

Who to refer

If your customer falls into any of the following groups, they should be referred to their doctor:

- Constipation lasting for longer than 14 days, especially if recurrent or worsening.
- Alternative episodes of constipation or diarrhoea. This may be caused by faecal impaction, obstruction or irritable bowel syndrome.
- Vomiting, associated with constipation. This may indicate a blockage of the bowel.
- Abdominal distension or pain.
- Blood mixed in stools, rather than just on toilet paper.
- Suspected laxative abuse.
- Constipation occurring as a side-effect of prescribed medicines.

Caring with Complan



A complete meal in a drink like Complan is ideal for the frail, ill or convalescent who are unable to manage solid foods. Carers can be confident that Complan's convenient format is easily digestible and the nutritional equivalent of a light meal - they may even enjoy it as a nourishing pick-me-up themselves! Quick and easy to freshly make up with hot or cold water, Complan is available in six appetising flavours. And for a list of its full nutritional credentials and applications, see the back of a pack now!



Ten beautiful hand-painted breakfast sets to be won

Just answer the following questions based on the copy above and you could win a delightful hand-painted tea - for two - breakfast set to share with a special person! If you do not wish to enter the competition, you may still write in for a Complan Carers Cassette or Information Pack.

Entry form:

Simply answer the three questions below and return them to :-

Complan Competition, Over the Counter, Chemist & Druggist,

Benn Publications Ltd., Sovereign Way, Tonbridge TN9 1RW.

1. Which Act has an impact on those caring
in the community?.....

2. How many carers are there estimated to be in
the UK?.....

3. How many flavours is Complan
available in?.....

Name.....

Address.....

.....Tel :

☐ Please send me a Complan Carers Cassette

☐ Please send me a Complan Carers Information Pack

With the recently implemented Care in the Community Act beginning to make an impact, the role of those caring in the community is becoming increasingly important. One of the aims of the Act is to ensure that frail, ill or disabled people are allowed to stay in their homes for as long as they wish and is feasible. This puts an increasing emphasis on those who look after them - the carers - and it is estimated that there are around 6.8 million in the UK today.*

Your role in the pharmacy is likely to bring you in increased contact with carers, who may look to you as a health professional for help and advice.

Crookes Healthcare have established a new initiative - Complan Carers - to help recognise the economic and emotional contribution that carers make to the community, and to help raise their profile to a wider audience.

Among the initiatives undertaken by Complan Carers is a special audio cassette newsletter for carers, available completely free of charge. Issue No 2 is now hot off the press and covers topics like the cost of caring, how to let go of the caring responsibility, a carers counsel section and the secrets of relaxation. If you would like to receive a copy to pass on to a carer, or a copy of the Complan Carers information pack, please write to :
Lyons Waddell, Villiers House, 41-47 The Strand, London WC2N 5QB.

*General Household Survey 1990



Complan

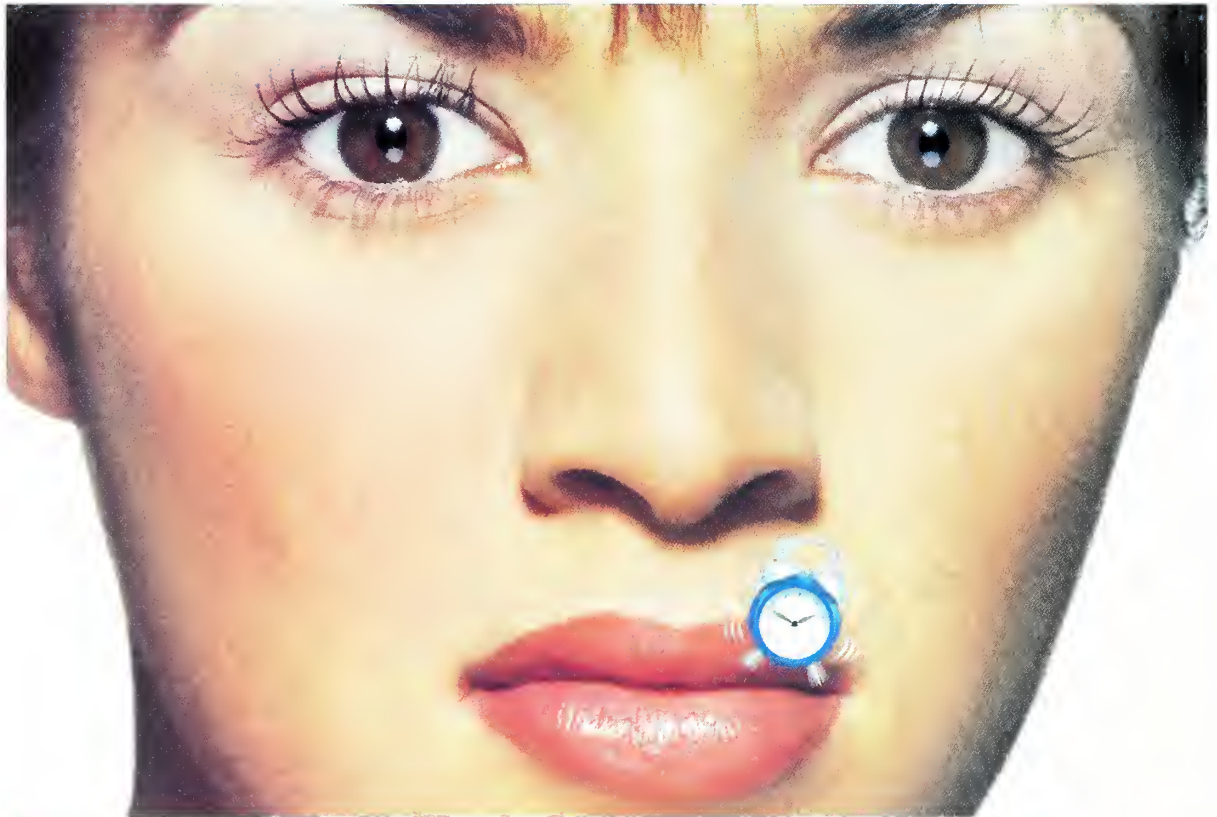
CARERS



RULES 1. ALL ENTRIES BECOME THE PROPERTY OF CROOKES HEALTHCARE. 2. THE COMPETITION IS NOT OPEN TO EMPLOYEES OF CROOKES HEALTHCARE OR UNITED NEWSPAPERS, THEIR FAMILIES OR THE COMPANIES' AGENCIES. 3. ENTRIES RECEIVED AFTER THE CLOSING DATE WILL NOT BE ACCEPTED. 4. THE EDITOR'S DECISION IS FINAL AND NO CORRESPONDENCE WILL BE ENTERED INTO.

COLD SORES?

A MAJOR BREAKTHROUGH



Treating the tingle can prevent a cold sore



ZOVIRAX COLD SORE CREAM. Acyclovir. Essential information. **Presentation** 5% w/w acyclovir in water miscible cream base. **Uses** Cold Sore treatment **Dosage and administration** Apply 5 times a day for 5 days. It is important to start treatment as early as possible after the start of an infection, ideally during the tingle phase. If healing has not occurred, treatment may be continued for up to an additional 5 days. **Contra-indications, warnings, etc.** *Contra-indications:* Zovirax Cold Sore Cream is contra-indicated in patients known to be hypersensitive to acyclovir or propylene glycol. *Precautions:* Zovirax Cold Sore Cream should only be used on cold sores on the lips and face. Do not apply inside the mouth or in the eye.

LIFT OFF!

THE MAJOR BREAKTHROUGH FOR COLD SORE SUFFERERS

The POM to P Launch of the decade

Z Lift off – for a massive new pharmacy market

There are 12 million cold sore sufferers – 9.5m currently do not use an OTC product

Z Lift off – for massive, national multi-media advertising

£4.5 million spent across national TV, daily press, women's monthlies and weeklies plus full P.R. activities

Z Lift off – for success – high value product, high value returns

Contact us today for Discount Terms, Counter Units, Patient Leaflets and exciting P.O.S. material

Customer Services Dept, Crewe Hall, Crewe. Tel: 0270 583151



ZOVIRAX®

COLD SORE CREAM

Early use can prevent a cold sore

not use for herpes infections of the eye or the genital area. Do not use if the patient is under the care of a doctor because of a weak immune system. Side- and adverse-effects: Transient burning or stinging may follow application. Mild drying or flaking of the skin has occurred in about 1% of patients. Erythema, itching and contact dermatitis has been reported rarely following application. Retail Selling Price – subject to Retail Price Maintenance: 2g tube – £4.99 (PL 3/0304) Legal category P. Further information available on request: Wellcome Medical Division The Wellcome Foundation Limited Crewe Hall, Crewe, Cheshire. Date of preparation: 13/5/93 © Trade Mark

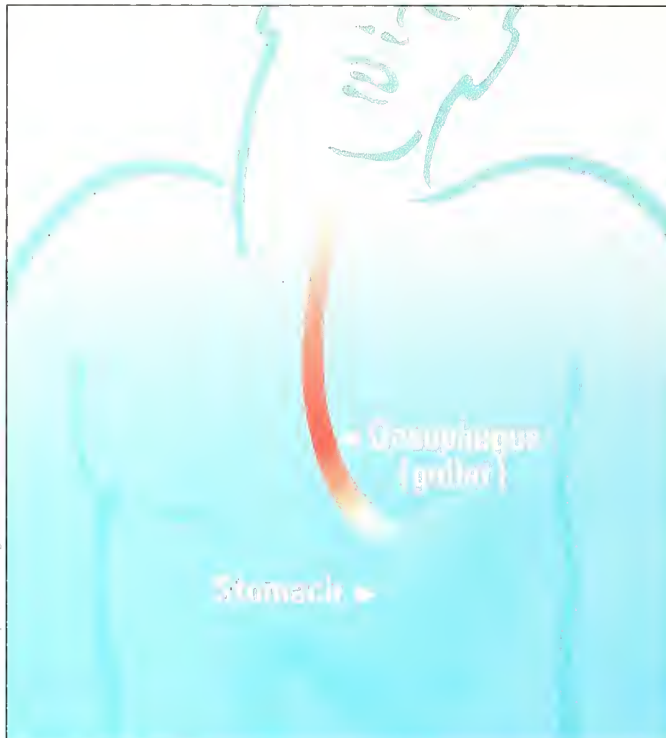
There are certain foods that I like but which don't like me. I've learned over the years that although I have a passion for curry and spicy foods, if I indulge that passion I will pay for it later, in a big way.

And it's not just what I eat but also how I eat it that matters. If work is piling up and I opt for a quick sandwich at my desk, in between phone calls, I'll probably spend the rest of the afternoon in some discomfort. My problem is indigestion.

And I'm not alone. Every day literally thousands of people suffer similar symptoms. They complain of feeling bloated, full of wind and uncomfortable or they experience the sharp burning pain of heartburn.

It seems that our modern way of life, the type of food we eat, the stresses that we encounter and our vices like smoking and drinking all

Picture courtesy of Sterling Health



of the gut until the body has absorbed all the proteins, fats, carbohydrates, vitamins and so on it needs and then waste products are excreted from the other end.

The stomach, as well as producing acid, is also a muscular bag which grinds the food, mixing it together. As a result of a couple of hours in the stomach, your fish and chips, for example, will be barely recognisable as such. What leaves the stomach into the duodenum will look more like watery semolina!

Heartburn horrors

Recent research by Sterling Health showed that half of adults suffered heartburn symptoms over a 12 month period and one in five said they suffered once a week or more!

Heartburn is usually described as a burning sensation in the chest, behind the breastbone.

A grumbling tum

'Upset stomachs' are a common source of queries in the pharmacy, but this simple phrase can be used to describe a range of different problems. Jane Feely looks at two of these — heartburn and indigestion

combine to upset the very delicate balance in our stomachs.

As a result, many people will call into your pharmacy to ask for something to help ease their discomfort. Indigestion remedies are big business and there are many different products to choose from. So where do you start? How do you tell occasional heartburn from a peptic ulcer, and how can you help the person avoid suffering in the first place?

What do you mean?

One of the big problems with minor ailments is that people don't always describe their symptoms very well. "An upset stomach" can mean anything from nausea and vomiting to a touch of heartburn or indigestion. Your task is to find out what their symptoms are.

When questioning a customer about a particular ailment, remember to use the NPA's 2WHAM system:

- Who is the medicine for?
- What are the symptoms?
- How long has the person had those symptoms?
- Action already taken e.g. other remedies tried etc.
- Medicines being taken for other problems?

Some medicines, particularly pain killers like aspirin, ibuprofen and some arthritis medicines prescribed by the doctor, can upset the stomach. These medicines should be taken after food to reduce any irritation.

This will give you the basic information but, as this

article will show, there are other things that you need to be aware of when anyone reports either indigestion or heartburn.

Tummy troubles

The area of the body usually affected by indigestion and heartburn is the stomach and oesophagus. When we swallow food and drink it moves from our mouths, through the throat and down the oesophagus or gullet until it reaches the stomach.

At the entrance to the stomach is a ring of muscle called a sphincter. When food arrives at the end of the oesophagus, this muscle ring opens and allows the food to pass into the stomach. This sphincter also stops the contents of the stomach moving backwards but, as we shall see later, it doesn't always work as well as it should.

The stomach is the first place in the gut that our food begins to be broken down. The stomach produces a strong acid solution and when newly-eaten food arrives, this acid and its associated enzymes start to break it down.

This process of digestion continues throughout much

Sufferers may also complain of "waterbrash", a bitter tasting fluid coming up into their mouths and throats.

So what causes this burning sensation in the chest and throat? The answer is reflux. When this happens, the acidic contents of the stomach are pushed back up through the sphincter into the oesophagus. While the stomach is usually unharmed by these high levels of acid, the gullet is more sensitive and irritation and inflammation can result.

Heartburn symptoms are usually worse after food, at night and when lifting or bending from the waist. It can be brought on by heavy meals and is made worse by alcohol, smoking, fatty food, coffee and chocolate. People who are overweight and pregnant women are particularly prone to it.

Heartburn may also be a problem where there is a hiatus hernia. Normally the stomach lies in the abdomen which is separated from the chest cavity by a sheet of muscle called the diaphragm. However, in hiatus hernia, a small portion of the stomach slips up into

Continued on p 17

Trapped wind

In a survey of indigestion sufferers by Sterling Health, manufacturers of Magnatol and Andrews Antacid, 62 per cent of people claimed they suffered from trapped wind. However, when asked what they meant by this, a number of different answers were given:

| | |
|---------------------------|-----|
| Stomach ache or pain | 16% |
| Pain in the chest/ribcage | 9% |
| Wind/air in stomach | 12% |
| Want to burp but cannot | 9% |
| Wind/air stuck in chest | 6% |
| Can't get rid of air | 17% |
| Feel bloated | 9% |
| Discomfort | 8% |
| Like indigestion | 8% |



Most common indigestion symptoms are caused by excess acid in the stomach. That's why Asilone is so effective. By neutralising excess acid, the balanced formula of Asilone Liquid provides rapid and lasting relief of acid indigestion and heartburn. Asilone also contains dimethicone, an established treatment for flatulence. By contrast, many other antacids offer little relief from wind. And because Asilone is low in sodium, it can be recommended to people on low-sodium diets – unlike some rafting agents. Recent clinical data confirm Asilone Liquid's efficacy, reinforcing the reasons why doctors prescribe Asilone. And why you can confidently recommend it for acid indigestion, heartburn and wind.



Asilone ^(S)

AVAILABLE ONLY FROM PHARMACIES
aluminum hydroxide, light magnesium oxide,
activated dimethicone

GET TO THE CORE OF THE PROBLEM

Product information: Asilone Liquid: White suspension containing aluminum hydroxide BP 420mg, light magnesium oxide BP 70mg, activated dimethicone 150mg. **Pack Size:** 200ml. Asilone Tablets: Each tablet contains aluminum hydroxide BP 500mg, activated dimethicone 270mg, and dimethylsiloxane 10mg. **Pack Size:** 24. **Dosage:** Adults and children over 12 years: 200ml Liquid, 1 or 2 tablets, taken before meals and at bedtime. **Uses:** For the relief of heartburn, acid indigestion, and wind. **Contra-indications:** Should not be taken by severely diseased patients or those with renal impairment. **Side effects:** Rare with these preparations but may include constipation or diarrhoea. **Warnings:** Asilone Liquid may interfere with the absorption of tetracyclines, rifampicin, warfarin and digoxin if taken at same time. Not recommended in flatulent abdominal distension possibly related to intestinal obstruction. **Pregnancy:** Not recommended during first trimester. **Overdosage:** No reported cases. **Product Licence No:** Asilone Liquid: 0327/0058 Asilone Tablets: 0327/0055. **RSP:** Liquid 200ml £2.35 Tablets 24 £2.55. **GSL:** Pharmacy only distribution. **Ref:** 1995. **Reference:** Data on file, Crookes Healthcare Ltd, Nottingham NG2 2AA.

KEEP ACID
WHERE IT
WORKS
NOT
WHERE IT
HURTS



If heartburn is left untreated, hydrochloric acid in the stomach's contents can cause *damage* to the oesophagus.

Gaviscon protects the oesophagus by forming a *physical alginate barrier* which keeps acid in the stomach – where it works, away from the sensitive oesophagus lining – where it hurts.

Gaviscon stops acid reflux and relieves the pain of heartburn in 8 out of 10 people.

Relieve the pain and reduce the damage caused by heartburn. Recommend Gaviscon.

GAVISCON
Keeps acid where it works
not where it hurts

Prescribing Information. Active Ingredients: Liquid: Sodium alginate BP 500mg, sodium bicarbonate Ph. Eur. 267mg, calcium carbonate Ph. Eur. 160mg per 10ml dose. Gaviscon 250 Tablet: Alginic acid BP 250mg, sodium bicarbonate Ph. Eur. 85mg, aluminium hydroxide BP 50mg, magnesium trisilicate Ph. Eur. 12.5mg per tablet. **Indications:** Gaviscon Liquid: Heartburn, including heartburn of pregnancy, dyspepsia associated with gastro-reflux, hiatus hernia and reflux oesophagitis. Gaviscon 250: Heartburn and acid indigestion. **Contra-Indications:** None known. **Dosage Instructions:** Gaviscon Liquid. Adults and children over 12: 10–20ml, children 6–11: 5–10ml liquid after meals and at bedtime. Gaviscon 250: Adults and children over 12: 2 tablets to be chewed thoroughly as required. Children under 12: Not recommended. **Note:** 10ml liquid contains 6.2mmol sodium. One Gaviscon 250 tablet contains 1.02mmol sodium. Both liquid and tablet forms of Gaviscon are sugar-free. **Retail prices:** 100ml £1.60, 200ml £2.86, 24 tablets £1.95. **Product Licence Nos:** 44/0058 Liquid Gaviscon. 44/0103 Gaviscon 250. **Legal Category:** GSL. **Product Licence Holder:** Reckitt & Colman Products Limited, Danvers Lane, Hull HU8 7DS. GAVISCON® and the sword & circle symbol are trademarks. **Date of preparation:** 1/3/93 **Reference 1.** Chevrel B. (1980) *J. Int. Med. Res.* 8: 300–302.

RECKITT & COLMAN
PRODUCTS

Continued from p 14

the chest through the hole in the diaphragm. Once there it is much easier for stomach contents to be refluxed.

Rafting agents

Treatment of heartburn usually involves antacids which neutralise the acid being refluxed into the oesophagus.

Products which contain what are referred to as "rafting agents" are often the preferred option for these patients. These agents are found in products like Gaviscon and Magnatol, react to form a raft of bubbles which float on the contents of the stomach.

When reflux occurs and the stomach's contents are forced into the oesophagus, these bubbles, being on the surface, travel up first and coat the oesophagus, protecting it from the acid.

The unpleasant symptoms of heartburn can be reduced or prevented by a few simple steps:

- Don't eat meals late at night and avoid problem foods and drinks

- Avoid lying down soon after meals

- Raise head of bed a few centimetres

- Bend at the knees, not the waist

- Stop smoking

- Lose weight, if necessary.

Indigestion

Indigestion, also called dyspepsia, is another very common digestive ailment, as shown by the fact that an estimated three million people use indigestion remedies every day.

The symptoms of indigestion are many and varied and include pain or discomfort in the stomach area, excessive wind or belching and a feeling of being bloated. Indigestion is usually described as a vague discomfort rather than the sharp, burning pain of reflux but the two conditions can

Heart attacks

Indigestion and heartburn can cause such intense anxiety that people worry they could be having a heart attack, according to research by Crookes Healthcare, who make Asilone. Many sufferers say their pain is worse at night, especially if they are alone.

Although this may seem strange, there have been occasions when the pain of angina has been mistaken for indigestion and vice versa.

Angina pain is classically described as a dull, crushing sensation occurring in the chest area and often radiating down the left arm. Commonly it is brought on by exercise and improves with rest but it can also occur in relation to stress, cold weather or even heavy meals.

While an antacid product will relieve the pain of indigestion or heartburn, albeit temporarily, they won't help angina pain.

occur together.

Indigestion may be caused by over-eating and distending the stomach, by excess acid being produced or irritation of the lining of the stomach by specific things like alcohol or spicy foods. In many sufferers there is no obvious cause.

The basic treatment for such symptoms is with an antacid, more details of which are given later. However, a sensible lifestyle will go a long way to prevent indigestion happening in the first place. Much of this advice is the same as for heartburn and includes avoiding rich and spicy food, too much alcohol and lying down too soon after a meal.

You can also advise sufferers to think about their



Picture courtesy of Sterling Health

A sharp, burning pain which is worse at night when lying down, could be due to heartburn

stress levels as the stomach produces more acid when the person is stressed. Small, regular meals are best because the stomach produces excess acid if we miss meals and acid produced on an empty stomach can cause irritation.

There is also evidence that smoking can bring on the symptoms of indigestion and make them worse if the person already suffers.

Treatment options

The basis of treatment for these stomach ailments is an antacid. As the name suggests, these products work by neutralising acid. They are therefore effective at dealing with acid that happens to be in the wrong place, as happens in heartburn, or too much acid being produced, as in indigestion.

Antacids are taken as and when necessary between meals and at bedtime. Liquid preparations are generally considered to be the most effective and act quickly. However tablets are more convenient for anyone travelling or at work.

Common ingredients in antacids are magnesium salts, aluminium salts, sodium bicarbonate and calcium carbonate. Products with a high content of sodium should be avoided by patients with heart disease, high blood pressure

or those on low-salt diets.

Aluminium salts tend to be constipating and magnesium salts have a laxative effect. In order to balance out these two effects you will often find both types present in the same product.

It is important not to take antacids with certain antibiotics because the indigestion remedy will inactivate the antibiotic therapy. It is usually recommended that antacids are taken at least one hour before or after any other medication.

Long-term antacid therapy is not recommended because of the risk of "rebound" excess acid being produced by the stomach when the antacid is stopped. Anyone who appears to buy large quantities of antacids on a regular basis should be referred to their GP.

The addition of alginates and other "rafting agents" to antacids to treat the symptoms of heartburn has already been discussed. Another ingredient, dimethicone, is an anti-foaming agent added to help relieve trapped wind and flatulence. Peppermint oil has similar actions.

The antispasmodic dicyclomine is present in some products and may help relieve a colicky-type pain. Bismuth compounds are thought to coat damaged

Continued on p 18

Over-the-counter H₂ antagonists

Earlier this year the Government announced a list of prescription only products which it is considering allowing to be sold over the counter in pharmacy. These included two H₂ antagonists — cimetidine (Tagamet) and famotidine (Pepcid).

These products will only be available OTC for the short-term relief of heartburn, dyspepsia and hyperacidity. As a result, the pack size and doses will be restricted.

In addition, cimetidine could also be available for the management of nocturnal heartburn when taken as a single dose at bed time for no longer than two weeks.

The final legal changes necessary before these products can be sold have not yet been completed but, if there are no strong objections, you could be selling these products to your customers by the end of the year.

Continued from p17
areas of the stomach,
allowing them to heal.

Related to food

Most types of pain and discomfort related to these minor conditions can be related to food. Commonly patients will be able to link their symptoms to having a large meal, eating the wrong type of food or rushing a meal while doing something else. Therefore you should always determine the relationship of symptoms to meals. Ask:

- Is the pain worse before or after food?
- How bad is it at night?
- Is it worse when sitting up or lying down?

If pain comes on after meals then a food-related indigestion is most likely. If the pain is worse when lying down but relieved by sitting up, heartburn is the number one suspect.

However, there are more serious conditions which may present initially as "upset stomachs" or indigestion. These include ulceration of the stomach or duodenum and dysphagia — difficulty in swallowing.

If the pain is severe and localised to a small area of the upper stomach than a

gastric or duodenal ulcer could be the problem. As a general rule, the pain associated with gastric ulcers commonly occurs after meals whereas the pain from duodenal ulcers is more common before food, but this can vary.

Pain brought on by exertion or exercise but which improves on rest is classically associated with angina and antacids will have no effect at all.

Alarm bells should ring with anyone who mentions severe pain, weight loss, symptoms associated to exercise or a lack of relief with OTC products. In all these situations, refer the customer to the pharmacist who may advise them to see their doctor.

Thankfully, most upper gastro-intestinal tract conditions are mild and self-limiting. Symptoms can be alleviated by any one of a large range of OTC products and prevented by advice about sensible diet and lifestyle. But pharmacy staff must always be on the lookout for anything that does not seem to be a common, mild case of indigestion or heartburn and alert their pharmacist straight away.



Picture courtesy of Crookes Healthcare

Pregnant women are particularly prone to indigestion and heartburn partly due to hormonal changes but also because of the increased pressure on the internal organs caused by the growing baby

At last, combing out lice eggs needn't end in tears

New Step2, offers for the first time, a way of avoiding the hours of painful combing associated with lice egg and nit removal.

An infestation of head lice is easily cured. Any proprietary pediculicide will kill the lice and their eggs. It is after treatment however, that the problems really start.

The next step is to completely eradicate all traces of infestation by meticulously combing out the lice eggs and nits. This process is painful, distressing, and can take many hours.

Now, there is a specialist lice egg removal system which pharmacists can recommend for use after any pediculicide treatment. Step2.

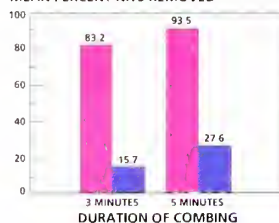
New Step2 is a creme rinse which greatly speeds the lice egg and nit removal process by loosening the bonds which hold them firmly to the hair.

Studies have shown that the combing process can be made up to 10 times faster with Step2. Step2 helps to reduce tangling, making combing less painful and far more effective.

New Step2 also reconditions treated hair, restoring its health and shine.

Killing the lice is only the first step in head lice treatment. Now you can finish the job with Step2.

MEAN PERCENT NITS REMOVED



NEW
LICE EGG REMOVAL SYSTEM



Step2 takes the tears out of lice egg removal

Note: Step2 does not kill lice or their eggs, but speeds the removal of the lice eggs and nits which remain in the hair.

Dendron Limited, 94 Rickmansworth Road, Watford, Herts WD1 7JJ. Tel: 0923 229251.

OVER THE COUNTER 18 September 1993

the growth market of the '90s

COMPLETE MARKET TRENDS AND FORECASTS FOR OTC MEDICINES THE BENN OTC HEALTHCARE MARKET REPORT

From the publishers of *Chemist & Druggist*, *Community Pharmacy* and *Pharmacy Today*, comes the definitive report on OTC Healthcare, a growth market for the 1990s. The report comes as Governments are encouraging companies to switch products from prescription to OTC, while strategic alliances between major manufacturers are demonstrating the massively increased interest of the pharmaceutical industry in OTC.

For many years the Benn pharmacy magazines have helped keep readers up to date with industry news, issues,

product innovations and market developments. Now Benn is deploying its unrivalled industry knowledge, unique position, industry contacts and databank of original research to produce

an authoritative and comprehensive report on the OTC medicines market.

The OTC medicines market in the UK will be worth £1 billion plus in 1993. Key

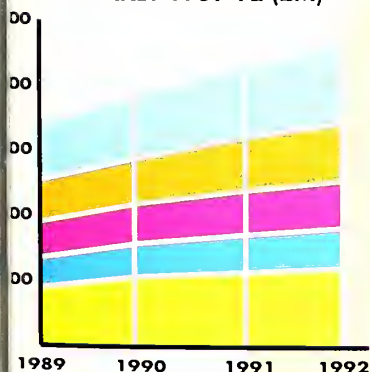
issues in this dynamic consumer market include: the impact of drugs coming off patent, industry strategies as the global giants compete for their shares of OTC to make good lost profits from prescription medicines, and the increasingly competitive retailing

environment. The Benn OTC Healthcare Report will be available in October, price £375. This report is THE essential marketing reference work for an industry facing the challenge of change.

SPECIAL FEATURES

POM to P products analysis
Exclusive Benn Pharmacy Group
Retailer Survey data
Best market trend data to mid-1993
Market forecast to year 2000
European OTC developments

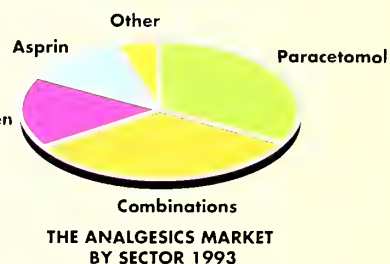
The OTC HEALTHCARE MARKET 1989-92 (£M)



Vitamins
Indigestion remedies
Med. Skincare
Analgesics
Cough/cold remedies

SECTORS COVERED

OTC: **Cough remedies** cold remedies
sore throat remedies decongestants **hay fever remedies** chest inhalants **'flu treatments** medicated confectionery
analgesics topical analgesics **muscular pain relievers** indigestion remedies **stomach upset remedies** laxatives
anti-diarrhoeals **ibuprofen** travel sickness remedies
skin treatments anti-acne products **antiseptics** lip care products **insect sting treatments** sunburn treatments **vitamins** dietary supplements **eye care products** foot care **medicated oral hygiene** ear care **pregnancy tests**. Other Products and special sections: **sanpro** contraceptives **nappies** toilet tissues **facial tissues** wipes **babycare** hosiery **POM to P products** herbal/homoeopathic remedies **natural remedies** aromatherapy



Please invoice me for 1 copy of The Benn OTC Healthcare Report at the special pre-publication price of £325. TICK BOX

or Please send me more details to: TICK BOX

Name.....

Company.....

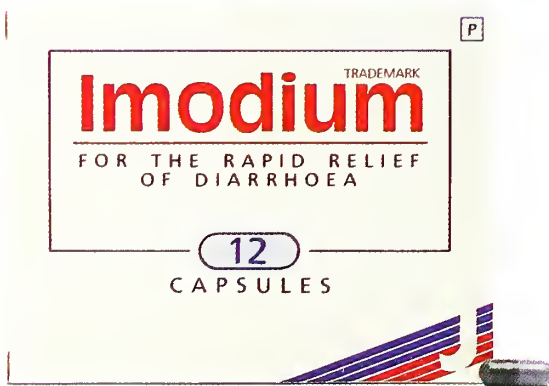
Address.....

.....Postcode.....

Telephone.....

Return to : Benn OTC Report, Chemist & Druggist, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW.

For customers who just can't wait.



People with diarrhoea need help fast. And where speed is concerned, there's nothing quite like Imodium™.

Imodium works quickly, stopping diarrhoea in under an hour for two out of five people. With its strong prescription heritage and the best POR of any loperamide variant, it sells fast too.

And just to speed up sales even more, we're supporting the anti-diarrhoeal brand leader with a heavyweight promotional campaign this year, including brand-building PR activity and eye-catching POS.

So ring the Janssen hotline on 0800 660012 now to place an order for Imodium.

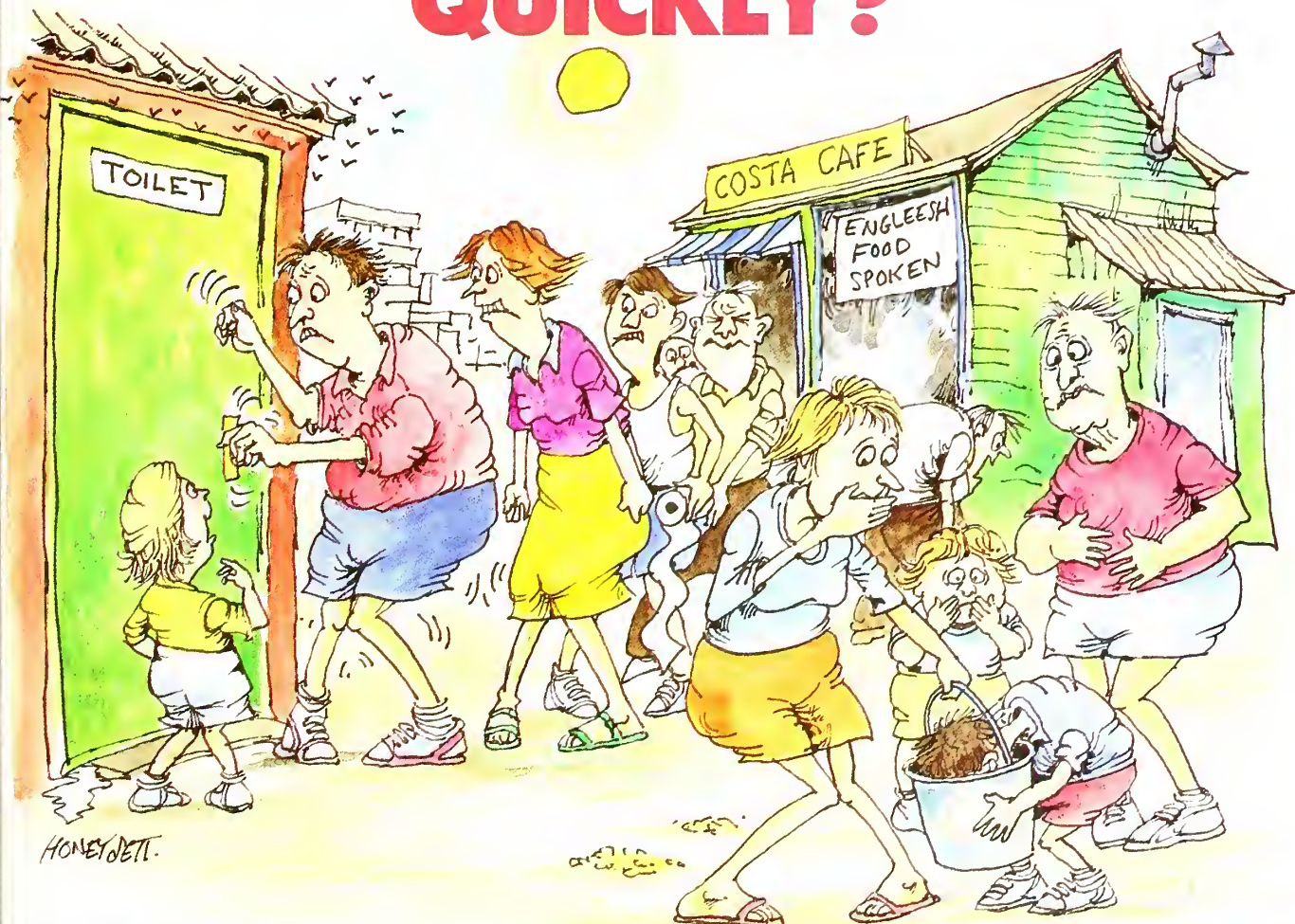
After all, you can't keep your customers waiting.

Essential Information:

Presentation: Capsules containing loperamide hydrochloride 2 mg. **Indications:** Treatment of acute diarrhoea. **Dosage and administration:** Adults and children over 12: Two capsules initially, then one capsule after every loose stool. Maximum dose: 8 capsules in 24 hours. (Loperamide also has POM indications. For further details, please refer to current data sheet.) **Contra-indications:** Conditions in which inhibition of peristalsis is to be avoided, abdominal distension, colitis or as sole treatment in acute dysentery. **Precautions:** Imodium is for the symptomatic relief of diarrhoea only and is not a substitute for rehydration therapy. If symptoms persist for more than 24 hours, a doctor should be consulted. Loperamide should only be used during pregnancy or lactation on the advice of a doctor. **Side-effects:** Abdominal cramps, nausea, vomiting, drowsiness, dizziness, dry mouth and skin reactions. **Price:** 8 capsules: £2.95, 12 capsules: £4.15. Legal category: P. PL 0242/0028. PL Holder: Janssen Pharmaceutical Ltd, Grove, Wotton, Oxon, OX12 0DQ.

™ denotes trademark

Can I speak to someone... QUICKLY?



One of the most common ailments seen in the pharmacy, diarrhoea is a great source of discomfort and embarrassment, as Marianne MacDonald explains

questioned because what is normal for one person can be seen as an uncomfortable ailment by another. Diarrhoea is commonly defined as passing more than three loose stools a day.

Infectious diarrhoea

Acute diarrhoea is usually caused by a bacteria or virus from contaminated food or drink. In many cases it is accompanied by nausea and vomiting. The most common culprits are:

- *Escherichia coli* — causes mild, watery, diarrhoea. Patients may have abdominal pain but will usually improve within 48 hours.
- *Salmonella spp* — present in eggs, poultry and milk. Most affected people produce slimy, "pea soup" stools for roughly one week, and are feverish. Stools may contain blood and patients may complain of abdominal pain.
- *Campylobacter spp* — present in poultry and milk. Patients complain of blood in stools, abdominal pain, fever, headache and general malaise.
- *Shigella spp* — picked up

from salads and food contaminated by handler. The diarrhoea is initially watery; becoming bloody later, and patient is feverish. Sometimes known as dysentery, the illness will last two to seven days.

- *Staphylococcus aureus* — present in poultry, salads, milk and cream. Patient will also suffer vomiting.

Chronic cases

Not all cases are short-lived, there are some people for whom diarrhoea is a recurrent problem. These fall into the non-infectious or chronic category where diarrhoea can be caused by a number of things including:

- Inflammation — ulcerative colitis, Crohn's disease, coeliac disease
- Endocrine disorders — diabetes, hyperthyroidism
- Malignancy — colonic cancer, endocrine tumours
- Gynaecological disorders — endometriosis
- Blood and lymph disorders — anaemia
- Food allergies
- Stress
- Alcohol

Continued on p22 ►

And vomiting too

Vomiting can complicate therapy if patients are unable to keep medicines down. In such cases small amounts of fluid taken frequently will help. Common causes of vomiting include:

- Abdominal diseases — peptic ulcer, appendicitis, gastritis
- Diseases of the ear — motion sickness, Ménière's syndrome
- Gynaecological conditions — dysmenorrhoea, ovarian cysts, pregnancy
- Kidney diseases — renal failure, stones
- Drug induced — narcotic analgesics, antibiotics
- Food allergies

Sufferers may be recommended a variety of products for nausea and vomiting including indigestion remedies such as Asilone and Pepto-Bismol. There is evidence that liquids work quicker than tablets, but tablets are said to have a longer effect.

Antispasmodics like Buscopan contain hyoscine which reduces muscle contractions in the G.I. tract. Anti-emetics, such as travel sickness products can relieve nausea but drowsiness is a common side-effect.

We've all been there, that miserable sensation as you bolt to the toilet for the twentieth time in two hours. All very well if you can stay at home all day hovering outside the bathroom door, not so pleasant if you're on holiday or in the middle of an important work meeting.

Normally diarrhoea is a self-limiting ailment. That is, it will only last a short length of time. Unfortunately while it lasts it can be most unpleasant. No surprise then that queries about suitable treatment are so common in the pharmacy.

Patients saying they have diarrhoea must be closely

Continued from p21

It is also worth remembering to ask if the sufferer has recently returned from holiday. These days we are more adventurous in our choice of destinations and can bring unwelcome guests back home with us!

The most common cause of persistent traveller's diarrhoea is *Giardia lamblia*. Present in water, and also transmitted by person-to-person contact, this organism can often cause bloating of the stomach after meals.

In most instances traveller's diarrhoea does not need medication but many people take preparations like Imodium or Diocalm to relieve the discomfort and enable them to continue their holiday.

Childhood dangers

Young children and the elderly are prone to dehydration with diarrhoea. They lose water and important electrolytes (salt substances needed to maintain normal body function) which causes headaches, tiredness and dehydration. Some 4 million children worldwide under the age of five die each year as a direct result of diarrhoea-induced dehydration.

However, not all cases of childhood diarrhoea are as a result of infectious pathogens. Underfed or overfed children may produce loose, green stools. Diets containing too much sugar, fruit or vegetables can also give rise to diarrhoea symptoms.

Babies who are lactose intolerant suffer diarrhoea. They are unable to take milk and so have to be fed lactose free baby milks such as Wysoy.

General infections such as measles, whooping cough or infections of the ear and throat may also be accompanied by diarrhoea and vomiting.

Drug-induced

Many patients have diarrhoea as a result of the medication they are taking so it is worth asking about other therapy when a customer seeks advice.

Antibiotics are prime offenders. They disturb the normal balance of bacteria in the gut, allowing the overgrowth of diarrhoea-inducing bacteria. It has also been suggested that antibiotics may have a direct action on the colon.

Laxative abuse is another

Factors which influence diarrhoea

Two people may have eaten the same contaminated food or drunk the same suspect water, yet only one suffers from diarrhoea. What makes some people more susceptible than others?

Several factors can influence susceptibility:

- Stomach acid levels protect against some bacteria which act on the gut
- Gut motility — if the gut has reduced movement, bacteria are better able to multiply, particularly in the small bowel
- Normal balance of bacteria found in the gut — many organisms exist in the gastro-intestinal tract without causing any problems and can protect against new invaders
- Immune status — the body's immune system can protect against infectious bacteria that cause disease. This immunity is reduced in people receiving chemotherapy, undergoing organ transplants or who are HIV positive
- Breast feeding babies avoids the risk of contamination when making up bottle feeds.

problem and one that pharmacy staff can detect. Take a look at the patient. Does he/she look undernourished? Have they



bought laxatives recently? Keep an eye open for any customer regularly buying laxatives and mention them to your pharmacist.

Avoiding diarrhoea

You can't guarantee you won't ever pick up a bug, but a few simple rules will help reduce the risks.

Always make sure that you wash your hands before dealing with food. Cooking kills the bacteria that cause food poisoning but if frozen food is not adequately thawed, organisms can persist and multiply after cooking. Holiday makers are more susceptible but a good general rule is: "If you can't boil it, cook it or peel it, don't eat it".

In this country we are generally free from contaminated tap water, but other countries are not so lucky and travellers may face problems. The solution is to use bottled water or water purifying tablets when away from home.

Children, especially, are very prone to picking up infection in environments such as nurseries where

there is close contact with other children.

Rehydration therapy

Most cases of diarrhoea are short lived and in many cases simple steps to replace lost fluid is the only treatment required.

Babies, children and the frail elderly are at greatest risk of dehydration and this may be made worse if they are also vomiting. Here rehydration therapy is vitally important.

Oral rehydration products such as Dioralyte, Electrolade, Diocalm Junior, Rapolyte and Rehidrat are available over the counter and should be recommended by the pharmacist for any child suffering from diarrhoea.

Solutions should be made up with cooled, boiled water and kept for a maximum of 24 hours. Remind parents that only water should be used to make up the solution, not fizzy glucose drinks. Bottled water is preferable abroad or water that has been boiled and allowed to cool down.

Diarrhoea which continues with no improvement of symptoms for longer than two days should always be referred to the doctor.

Drug choice

In addition to oral rehydration therapy, now recommended by the World Health Organisation as the mainstay of diarrhoea treatment, a number of other products are available.

- Opiates such as morphine and codeine are effective anti-diarrhoeals, as they delay intestinal transit while increasing water absorption. Small amounts of these are found in OTC products e.g. Kaolin and Morphine, Diocalm and Enterosan.
- Opiate derivatives such as loperamide were developed specifically for their anti-diarrhoeal properties

but without the unwanted side-effects of other opiates. Loperamide (Arret, Imodium and Diocalm Ultra) is a very effective therapy for adults but is not recommended for children under 12 years.

Another opiate derivative, diphenoxylate (Lomotil) is only available on prescription.

- Adsorbents will, in theory, adsorb the toxins which cause diarrhoea and are claimed to add bulk to stools.

Kaolin is the most widely used adsorbent, present in products such as Junior Kao-C, KLN and Kaopectate suspension. Products containing it have claimed to soothe the inflamed lining of the gut. Other adsorbents used in over the counter products include attapulgite, adsorbent aluminium hydroxide gel and calcium carbonate.

- Anti-cholinergics such as belladonna alkaloids are present in small amounts in products like Enterosan and Opazimes. They are believed to suppress the activity of the colon.

- Bulking agents can be useful when anal irritation accompanies diarrhoeal attacks. Therapy which bulks the stools can produce some relief.

Sympathy for the sufferer goes hand in hand with advice in the treatment of this awkward ailment. But your confidence in dealing with the query and recommending products will go a long way to easing the discomfort of diarrhoea.



Who to refer

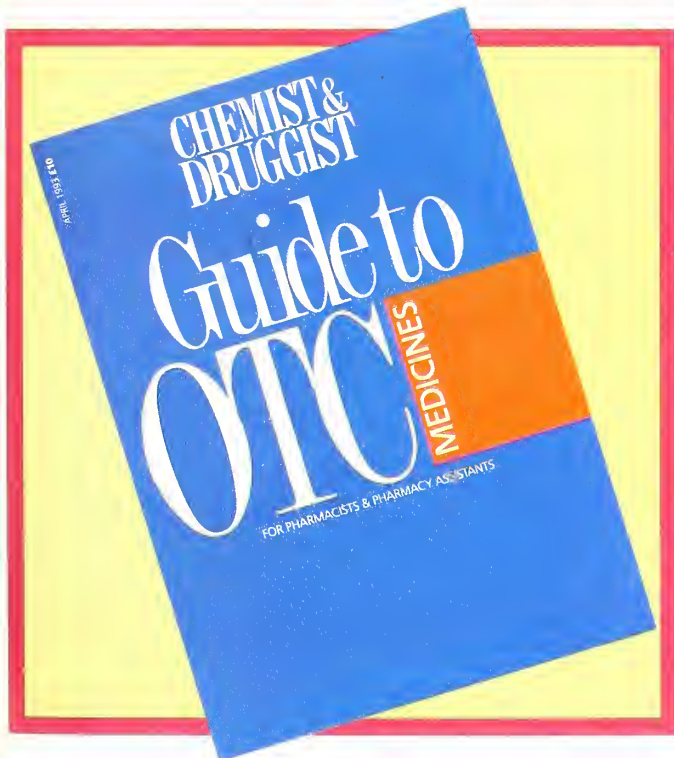
Not all cases of diarrhoea are suitable for self-treatment. In the following situations the sufferer should see their doctor:

- Symptoms continue for longer than 48 hours or worsen
- Severe symptoms leading to risk of dehydration
- Blood in stools
- Major change in bowel habit, especially in middle-aged or elderly
- Diabetic patients
- Patients with suppressed immune systems

Need more copies?

THIRD
EDITION
OUT NOW

Where is your copy of the C&D Guide to OTC Medicines? Maybe in the pharmacy or health food counter...perhaps in the village shop or home.



The Guide has a role in many locations, which is why C&D has printed additional copies which can be purchased at the reduced subscriber price of £7.50 while stocks last.

Pharmacists may also consider buying copies for local surgeries - many

doctors have already expressed their need for this type of publication. Complete the form and we will send a copy to nominated doctors with a compliments slip giving your name and that of your pharmacy. You may supply your own signed slips if you prefer.

| |
|--|
| Name..... |
| Pharmacy address..... |
| |
| |
| <input type="checkbox"/> Please send me copies of the C&D Guide to OTC Medicines for my own use. |
| <input type="checkbox"/> Please send a copy of the C&D Guide to OTC Medicines to the following doctors with my compliments |
| Doctor's name..... |
| Surgery address..... |
| |
| |
| Doctor's name..... |
| Surgery address..... |
| |
| |
| Total number of copies required at £7.50 each |
| I enclose a cheque for £..... payable to Chemist & Druggist. |
| Signature..... |
| Please send cheque with your order to Chemist & Druggist, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW |

Banish housewives' hands — and win yourself a dishwashe



The home is a hotbed of chemicals in products such as bleaches, detergents, oven cleaners and washing-up liquids. And these irritants can leave you, and your customers, with contact dermatitis if the hands are not properly protected.

Contact dermatitis, not surprisingly also known as housewives' hands, develops when repetitive use of harsh chemicals reduces the skin's natural barrier of oils, which usually keep moisture in and harmful substances out. When this happens the skin

becomes red, inflamed, itchy and flaky, and if left untreated, the skin may crack and weep.

Rubber glove test

In a recent study, Austrian doctors asked 18 people who had no allergies or skin troubles to wash dishes for three weeks, three times a day, using a glove on only one hand. Within one to two weeks, in 13 of them, the exposed hand was red, scaly, cracked and itchy. Not one of the gloved hands was affected.

Your customers should be

There are no washing-up liquids that leave hands as "soft as your face", according to an Austrian study (1). And, even if you escape the perils of these bubbly liquids, there are hundreds of other hazardous products laying in wait in every house

advised that they cannot necessarily wash off an irritant to keep the skin healthy, as soaps and perfumed cleansers can dry out the skin further, leaving it open to irritant contact dermatitis.

When to refer

If dermatitis does develop refer them to the pharmacist. An OTC 1 per cent hydrocortisone cream, such as Hc45, from the E45 dry skin care specialists, can be recommended.

Hc45 will reduce inflammation and calm irritation, stopping the urge to scratch.

Your customers should be advised that OTC hydrocortisone creams should be used sparingly once or twice a day for up to seven days.

If, however, their skin is cracked, blistered or weeping, they should consult their doctor.

Hydrocortisone creams should not be used on broken skin, the face or genital areas, and in pregnant women or children under ten without medical advice.

Your guide to great hands

Prevention is better than cure, so follow the Hc45 top tips for great hands when advising a customer on irritant contact dermatitis:

- Avoid contact with products likely to irritate the

skin whenever possible.

- Or wear gloves. Disposable ultra-fine latex gloves should be advised if the customer is allergic to rubber gloves.

- Moisturise the hands



s with Hc45 Hotpoint

frequently, especially after washing. If hands are particularly dry, cracked or sore, recommend an effective emollient such as Cream E45.

This can also be used in between applications of a hydrocortisone cream.

If, however, there is no skin damage, a lighter version such as Lotion E45, an all-over body moisturiser for every day use, will be suitable.

Cream and Lotion E45 are free from perfumes, colours and other unnecessary additives, making them ideal for sensitive skins.

- Avoid washing with

soaps and perfumed cleansing bars.

Instead recommend the use of a non-drying, soap-free product such as Wash E45.

This dermatological washing cream preserves the skin's protective barrier function, trapping in moisture.

Protect your hands for ever

To ensure you don't end up with housewives' hands, Hc45 is giving away a fabulous Hotpoint dishwasher — but be sure to wear gloves when doing all other work with household chemicals.

How to enter

All you have to do is correctly answer the three questions below and send them to OTC Dishwasher competition, Chemist & Druggist, Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW.



1. Contact dermatitis is also known as housewives' hands. Why?

2. How often can a hydrocortisone cream, such as Hc45, be used in a day?

3. Name three preventative methods which can be taken to avoid contact dermatitis?

a) _____

b) _____

c) _____

Name: _____

Pharmacy and address: _____

Daytime telephone number: _____

Rules: 1 This competition is open to UK pharmacy assistants only. It is not open to employees of Crookes Healthcare, their families or agents. 2 All entries become the property of Crookes Healthcare. 3 Only one entry per person is allowed. 4 The closing date is October 15, 1993. Entries received after this date will not be acceptable. 5 No alternatives, cash or otherwise will be given as prizes. 6 The editor's decision is final and no correspondence will be entered into. 7 The first correct entry drawn on October 15 will be the winner.

Reference: (1) The Influence of daily dish-washing with synthetic detergent on human skin. Authors: G Klein, G Grubauer, P Fritsch from the Department of Dermatology, University of Innsbruck, Austria.



Tub 500g £7.85. **Hc45** Smooth white cream containing hydrocortisone acetate BP 1 per cent w/w. **Uses** For the relief of irritant contact dermatitis, allergic contact dermatitis and insect bite reactions. **Dosage and administration** Apply sparingly to a small area, once or twice a day, for a maximum of seven days. **Contra-indications, warnings** Hc45 should not be used on the eyes or face, the ano-genital area or on broken or infected skin, including impetigo, cold sores, acne or athlete's foot. The product should not be used in pregnancy or in children under 10 years without medical advice. **Package quantity**: Tube containing 15g. **Product licence number** P10327/0039 Crookes Healthcare Ltd, Nottingham, NG7 2LJ. **Rsp** £2.39

A pain in the ...

Haemorrhoids — the subject of many a comedian's joke — but for some people this is no laughing matter. As with all potentially embarrassing complaints, it takes tact as well as knowledge to advise sufferers, as Jane Feely explains

There must be hundreds of tasteless jokes about piles, but if you've ever suffered from them you know that, far from being funny, haemorrhoids can be painful and embarrassing.

The condition is not something we tend to talk about and so many people don't realise just how common haemorrhoids are. In fact about 17 per cent of adults have suffered at some time. That's quite a large number of the people who regularly visit your pharmacy.

Haemorrhoids are also more common as we get older, with up to half of all people over the age of 50 suffering to some degree. In the under 30s, the rate is about one in ten and women suffer more than men.

Poorly understood

Although haemorrhoids are common, the majority of your customers probably don't really understand what they are or what causes them. While about half of people know they are caused by constipation less than a third realise that they're linked with poor diet.

There are many old wives' tales about how you can get piles. However, you can reassure your customers that sitting on cold or damp surfaces, sitting on a hot radiator, or strenuous exercise are not thought to cause the condition in the first place, although they may make matters worse.

So here we have a common and embarrassing condition, which is poorly understood. Yet the pharmacy, because it sells many products which can help to relieve symptoms, is often the first port of call for advice. So what is the role of the pharmacy assistant?

Before you can start advising sufferers you need to understand exactly what haemorrhoids are, how and why they occur and how to treat them.

But above all, remember that most people find discussing conditions like this very embarrassing. If possible, take them to one side so they can't be overheard by other



customers and staff and don't shout your advice around the shop for all to hear. The sufferer will appreciate both your knowledge and tact.

Swollen veins

Put simply, haemorrhoids are swollen blood vessels in or around the rectum. They are similar in many ways to varicose veins which occur in the legs.

Normal veins contain valves which help to stop blood flowing back the wrong way. However, the blood vessels in the rectum don't have these valves so it is very easy for blood to "pool" and stop flowing. This can cause the walls of the veins to bulge and even break and that's when problems begin.

Medically, haemorrhoids are described in terms of how severe they are. First degree, or primary haemorrhoids, occur inside the rectum and become congested only when stools are passed. Second degree haemorrhoids are larger and may protrude or "prolapse" out of the anus when the person goes to the toilet. However, they usually go back inside by themselves.

Third degree piles are the most severe. They prolapse out of the body but don't go back by themselves and have to be pushed inside.

In severe cases, complications may occur. Prolapsed, third degree haemorrhoids may become "strangulated". The blood supply is cut off and the thrombosed pile is very painful. If not treated, it may become infected.

Poor diet

It's not always possible to say why some people get haemorrhoids and others don't. A combination of causes may be to blame.

Diet is now recognised as one of the most important factors. Not eating enough fibre can lead to constipation and when this happens, the person strains to pass stools. This straining causes a build up of pressure in the blood vessels making things worse. Being overweight can also be a problem.

Facts at your fingertips

- Haemorrhoids are swollen veins in or around the rectum
- This is a sensitive subject and customers should be treated with tact and discretion
- The major symptoms are traces of blood on toilet tissues, soreness, itching or pain when going to the toilet
- Self medication is suitable for a customer with mild symptoms of recent origin who has not already tried an OTC product. If symptoms persist, the doctor should be consulted
- OTC products help relieve symptoms. Common ingredients include local anaesthetics, vasoconstrictors and astringents.
- Good toilet hygiene is important
- A high fibre diet with plenty of water, weight reduction for the obese, and exercise will help prevent reoccurrence

Preventing piles

- Watch your diet. Eat foods that are high in fibre such as bran, cereals, wholemeal bread, fresh fruit and vegetables. Avoid sugary, over-refined products and fatty food
- Drink plenty of liquids
- Don't get overweight. Take regular exercise
- Practice relaxation techniques or learn yoga
- Go to the toilet as soon as you have to. Try not to strain during bowel movements
- Pay attention to personal hygiene, keeping the anal area as dry as possible
- Certain medicines can cause constipation such as iron tablets, aluminium-containing antacids and painkillers containing codeine. If this is a problem, tell your doctor.

During pregnancy, the weight of the baby pressing down on the rectum makes the blood vessels swell. As if this isn't enough, then there's the strain of labour.

Other medicines, while not causing piles, may aggravate them. Anticoagulants, aspirin and non-steroidal anti-inflammatory drugs such as ibuprofen, may make bleeding worse. Codeine and antacids containing aluminium salts can cause constipation.

Blood and pain

Haemorrhoids, especially mild ones, may not cause any symptoms at all. The person may not even know they have them, unless they get worse.

Probably the most common symptom is bleeding from the rectum. This is usually seen as traces of bright red blood either on the toilet paper or on the surface of the stools. Although this may be alarming it is usually other symptoms which cause the most distress and prompt people to ask for advice.

Soreness, itching or pain when going to the toilet are often reported. However, haemorrhoids is not the only possible diagnosis.

An anal fissure (a small tear in the lining of the anal canal) is extremely painful. Anal itching that gets worse at night, especially in children, may be due to a threadworm infection. In sensitive people, sweating, stress, anxiety or even eating highly seasoned foods may also cause itching around the anus.

If a customer comes in and

asks for advice on haemorrhoids, it's important to rule out more serious complaints. If any of the following are reported, you should refer the customer to their GP:

- Symptoms lasting for a long time
- A change in bowel habit
- Abdominal pain or distension
- Weight loss
- Frequent vomiting
- Passage of mucous with the stools.

While bleeding is common in haemorrhoids it is usually only slight traces of blood. Anyone who says they are losing a lot of blood should be referred particularly if the blood is dark and seems to be mixed in with the stools. This is usually a sign of bleeding higher up the gut.

Remember to ask whether the customer has suffered from piles before and if they've already tried any over the counter products.

As a general guide, anyone whose symptoms are mild and recent (less than two or three weeks), who does not have prolapsed haemorrhoids, and who has not self-treated, can be advised to try an OTC product. However, say that if the symptoms persist or get worse, they should see their doctor.

Apply locally

Most of the products available for haemorrhoids are applied to the affected area and are usually creams, ointments or suppositories.

Creams and ointments are often best for external symptoms while suppositories may help internal haemorrhoids. Mostly these products include a mix of ingredients such as:

- **Vasoconstrictors** — e.g. adrenaline, phenylephrine and ephedrine. These act by reducing the size of the blood vessels.

- **Local anaesthetics** — e.g. benzocaine, lignocaine, cinchocaine. These give welcome relief to pain and itching but sensitive people may react to them. Long term use should be avoided.

- **Astringents** — e.g. phenol, zinc, aluminium subacetate, hamamelis and bismuth salts.

The patient should also be reminded about the importance of good anal hygiene. After passing stools they should clean the area around the anus with a moist tissue or cotton wool. Individual medicated tissues have the benefit of extra convenience.

Fibre-based bulk laxatives, such as Fybogel, Regulan or Isogel, help by adding bulk to the stools making them easier to pass and avoiding the straining of constipation. Stool softeners such as lactulose, or diocetyl-containing products can make stools easier to pass.

Other measures

While OTC products will help relieve symptoms, anyone who is prone to piles will also want to stop them coming back.

The British diet, although better than it used to be, is still lacking in fibre. A high-fibre diet plus plenty of water will help avoid constipation. Customers should increase their intake of fruit and vegetables, and wholewheat products like brown bread and high-fibre cereals.

If the customer's job means he or she has to sit down for long periods of time they should try and increase the amount of exercise they take. But older people, those who are very overweight, or those with health problems should

consult their doctors before exercising.

A change towards a generally more healthy lifestyle should hopefully see fewer of your customers complaining of a pain in the...

If all else fails...

In more severe or troublesome cases of haemorrhoids, a minor surgical procedure may be advised, such as:

- **Banding** — involves tying off a small haemorrhoid with a rubber band
- **Sclerotherapy** — involves injecting the haemorrhoids with a liquid which causes the piles to shrivel up and disappear
- **Cryosurgery** — involves the application of liquid nitrogen or carbon dioxide to freeze the haemorrhoid and make it shrivel
- **Haemorrhoidectomy** — the surgical removal of haemorrhoids, done under general anaesthetic. This is usually only necessary in severe cases or for prolapsing haemorrhoids.

Some commonly available OTC products for haemorrhoids

| Product | Ingredients | Format |
|--|---|---------------------------------------|
| Anodesyn (Seton) | Lignocaine, allantoin | Ointment, suppositories |
| Anusol (Warner Lambert) | Bismuth subgallate (except cream), bismuth oxide, peru balsam, zinc oxide | Cream, ointment, suppositories |
| Germoloids (Smithkline Beecham) | Lidocaine, zinc oxide, anhydrous lanolin (oint only), yellow soft paraffin (oint only), white soft paraffin (cream only). Wipes: — chlorhexidine gluconate, menthol, benzalkonium chloride. | Ointment, cream, suppositories, wipes |
| Heemex (G.R. Lane) | Hamamelis water, compound tinct benzoin oxide | Ointment |
| Hemocane (Intercare) | Lignocaine, zinc oxide, bismuth oxide, benzoic acid, cinnamic acid | Suppositories, cream |
| Preparation H (Whitehall Laboratories) | Shark liver oil, alcoholic soluble extract of live yeast cells | Ointment, suppositories |
| Sitting Pretty (Robinson) | Camomile, witch hazel, aloe vera with anti-inflammatory and bactericidal agents | Wipes |
| TCP Ointment (Chemist Brokers) | Phenol, halogenated phenols, iodine, sodium salicylate, methyl salicylate, precipitated sulphur, tannic acid, camphor, salicylic acid, glycerol, kaolin. | Ointment |

Now that O available over every body from power



Oruvail Gel contains ketoprofen - a proven, powerful analgesic and anti-inflammatory agent which has been found to be more potent than ibuprofen¹ in inhibiting the synthesis of prostaglandins.

It also inhibits bradykinin², which has been shown to act together with prostaglandins to cause pain.

And what is more, Oruvail Gel has been found to be clinically superior to piroxicam gel in soft tissue injury.³

Following topical administration of Oruvail Gel, ketoprofen enters the synovial fluid, capsular tissue, and intra-articular adipose

PRODUCT INFORMATION. **Presentation:** Colourless gel with lavender fragrance containing ketoprofen BP 2.5% w/w. **Indications:** Relief of pain and inflammation associated with backache, muscular and rheumatic pain, sprains, strains and sports injuries. **Dosage:** Apply a thin layer of gel to the affected area three times a day for up to 7 days. After the gel is applied it should be rubbed in well. **Elderly:** Above. **Children:** Not to be applied to children under 12 years of age. **Contraindications:** Patients with hypersensitivity to ketoprofen, ibuprofen, aspirin or other non-steroidal anti-inflammatory agents, patients suffering from or with a history of bronchial asthma or allergic disease, exudative dermatoses, eczema, sores and infected skin lesions or broken skin. **Precautions:** Oruvail Gel should not be applied to mucous membranes or eyes, or used with occlusive dressings. Caution in patients with severe renal impairment. Should a skin

Oruvail Gel is available at the counter, so you can benefit your customers with pain relief.

value.⁴ That means Oruvail Gel penetrates right through to the inflammation and pain. It also promises to penetrate a huge new market, supported by a multi-million pound television consumer advertising campaign and impactful point-of-sale material.

Oruvail Gel is now available for you, the pharmacist, to sell over the counter in 30g tubes.

The benefit to you and to your customers is transparently obvious.



After gel application, cease treatment. Treatment should not continue for longer than 7 days. If symptoms persist consult doctor. Keep away from naked flames. **Use in Pregnancy and Lactation:** Only when prescribed by a physician - see data sheet. **Adverse reactions:** Skin reactions, including pruritus and localised erythema. **Legal Status:** 30g Packs. P. Retail Selling Price: £3.95 (inc VAT). **Product Licence Number:** 12/0243. **Product Licence Holder:** May and Baker Ltd, Dagenham, RM10 7XS. **Distributor and further information available from:** Rhône-Poulenc Rorer, St Leonards Road, Eastbourne, BN21 3YG. **Date of Preparation:** July 1993. **References:** 1. Guyonnet, J.C. *et al* Rheumatol Rehabil Suppl 11-14, 1976. 2. Drug Information for the Healthcare Professional, 11th edn, USPDI, USP Convention Inc., 1991. 3. Data on file. 4. Ballerini, R. *et al* Int J Pharm Res, VI, 69-72, 1986.





Care for stoma patients

Stoma patients have special needs when it comes to the pharmacy. Whether it is tactful advice, regular supplies of bags or details of a suitable support group, you can help. Liverpool pharmacist Jeremy Clitherow explains

The word "colostomy" is a multilingual condensation of the words "colon", "os" and "tome". Colon is self-explanatory, os is Latin for a mouth or opening and tome, pronounced "toe-may", is Greek for a knife. Put them together and you get "to cut an opening or mouth in the colon using a knife".

This is not far from the truth, although in practice it is the body wall that is cut and a loop of the large bowel exposed and pulled through to the surface. An opening is then made in the colon which is attached to the external skin.

Different types

Colostomies may be permanent or temporary. Permanent ones are usually reserved for conditions where there is no likelihood of future use of the bowel further down the alimentary system e.g. where an accident produces irreversible damage or cancer causes the colon or rectum to be cut away.

Temporary colostomies are used to enable the colon to recuperate and heal itself.

This may be necessary after an injury or accident which damages the bowel or in volvulus, where a portion of the gut twists on itself.

So far I have only discussed the colon or large bowel, but the disease or injury for which an ostomy procedure is appropriate could occur further up the alimentary tract or even in the urinary system.

In such cases, the prefix of the word is substituted. If the operation involves the ileum, the small intestine, the term ileostomy is used. If it is the ureters, which link the kidney and the bladder, the correct term is urostomy.

Because the position of the ostomy affects the nature of the waste material produced, they have different implications for how they are managed.

Patient's needs

In order to cater for the needs of patients, discretion and tact are essential. Only a thoughtless member of staff brings the patient's colostomy bags out from the dispensary into the shop without thinking about the

consequences of that action.

Similarly, some of these patients are house-bound and require home deliveries. Why should the world know about their condition if they don't choose to tell anyone? I've often wondered why manufacturers don't provide a discreet, unlabelled carrier bag, which seals, with these products.

So what ostomies are you likely to encounter in the pharmacy? Starting with the

least common, you will see very few urostomies.

This operation may have been performed to alleviate the problems of cancer of the abdomen which has invaded the bladder. The other major indication is for patients who have sustained spinal injuries which have rendered them incontinent.

Their quality of life can be improved dramatically by the technique which uses a small length of the ileum,

A history of progress

We have come a long way since the first ostomies, which were known in biblical times. But it is only since around 1700 that any significant increase in life expectancy has taken place.

The first recorded successful case was that of a strangulated hernia. The bulge of the rupture was visible and so the pioneering surgeon cut the skin and relieved the torsion. Some 100 years later, the first colostomies were performed. Without the benefit of modern bags and accessories, one had to pity the patients in those days. They did not even have cotton wool as we know it!

The first loop ileostomies were performed in about 1913 and radically improved the management of colitis, but patients still had very little in the way of collection receptacles and dressings. The modern stoma was developed in 1950 and has improved year by year since then. Much is owed to the surgical technique but, similarly, much is due to the investment in research by the companies who make ostomy products.

complete with its blood supply, and grafts the ureters to one end. The other end is brought to the abdominal wall alongside the navel. The stoma is finished with a longish spout to help collect the output. The waste from a urostomy is normal urine but may also contain a little mucus and phosphate salts.

The next, and slightly more common, ostomy is an ileostomy. This too may be permanent or temporary. If the operation is permanent, the redundant part of the bowel will have been removed or resected. If it is temporary, it will have been left in place to recover. A permanent ileostomy will have a single opening, a temporary one will have a double-barrelled stoma.

The output from an ileostomy is continuous and sloppy. More importantly, it still contains enzymes which attack unprotected skin.

The ileostomy patient is likely to be younger than his colostomy counterpart and will probably have ulcerative colitis, Crohn's disease or abdominal cancer.

Most common

The most common ostomy patient will have a colostomy. As a general rule, you will see ten colostomies for every ileostomy. The site of the actual opening varies depending on the causative condition which include cancer, diverticular disease and Crohn's disease.

In consequence, while we can say that the usual site will be on the left, level with or below the navel, nothing is certain until the surgeon opens the abdomen.

The output from a colostomy will be what we know as faeces. The further up the bowel the operation is performed, the more liquid the waste.

Lifestyle effects

Patients fear that everyone will know that they are 'wearing a bag' or that they will smell. Neither of these need happen. With discretion in the pharmacy and the use of modern, high-quality products and accessories, no-one should ever guess that your patient is an ostomist, unless they choose to tell them.

The most common questions are about the bulk of the bags, the frequency of changing and the odour. Pharmacy's role is to provide the patient with information, technology and, of course, relevant products. Your customer should still be able



Picture courtesy of Hollister

Warning words

A word of warning from an LPC secretary:

- Permanent ostomies are exempt from prescription charges, temporary ones are not — so do not sign the backs of the prescription form for the customer. If you do sign, you do so as an individual not as an employee of your firm. You bear the cost or penalty if they tell you lies.
- Do keep the application forms for exemption certificates in stock.
- A prescription written for, say, 100 colostomy bags "as before" cannot be priced by the Prescription Pricing Authority. Worse, the pharmacist cannot endorse it with the data even if he speaks to the doctor in person. The script has to be returned to the surgery for alteration or amendment.

to work and play just as he or she did before the operation.

However, certain advice can ensure that accidents don't happen and that the patient is both forewarned, and forearmed, against adverse conditions. Obvious examples are the avoidance of certain nuts and fibrous substances if they have caused problems; the cautious eating of peas, cabbage, spices and large quantities of beer! There is also the need to adopt a meticulous routine of skin care and hygiene.

Product supplies

It would be a foolish economy to keep in stock one month's supply of each and every colostomy bag which your patients were prescribed last month. The very nature of the condition, and the fact that stoma apertures contract with age, dictate otherwise.

It makes good sense to say to each colostomy patient "give me a ring when you order your next prescription, and I can have them in for you". Your pharmacy's patient medication records will prove invaluable here.

There are a handful of adhesives and deodorants which are common to several of your patients' prescriptions. There is little chance of these being left on the shelf, so why not keep them in stock?

Boxes of bags, flanges, belts etc are all very quickly available from their respective manufacturers, so there is no need for a large stock-holding.



Picture courtesy of Convatec

A good listener

When working in a pharmacy you never know what the next question will be. Some patients will come straight out with their enquiries and worries, others may need a little help. The best communicator is usually the best listener, so listen first, then speak.

Most enquiries will be regarding supplies, delays and routine housekeeping. That does not mean there are no hidden questions lurking in the backs of patients' minds.

Try the simple phrase "what else can I tell you?" This question, coupled with professionalism and tact, will bring out most problems. Do remember that the typical "controlled" ostomy patient will very rarely see his doctor, so who will he ask?

You should have all the details about ordering supplies, the availability of stock from wholesalers, the timescale, preferred method

of collection and delivery and so on at your fingertips. Similarly, you should be up to date with innovations in stoma care, especially when you consider that this October sees the launch of World Ostomy Day. The local stoma nurse and company representatives are mines of information.

When to refer

General advice regarding travel, swimming, socialising, dietary modifications, skin care, supplies and so on are all within your province, but caution must be observed when asked advice about medicines. It is prudent to refer all such enquiries to the pharmacist. For example, a patient with an ileostomy will have a greatly altered absorption rate of certain medicines. Some medicines may not be absorbed at all, e.g. the Pill and enteric-coated formulations.

The salt and mineral balance will be different for someone with an intact lower bowel, where most of the water absorption takes place.

New patients with colostomies, ileostomies and urostomies need to rehabilitate themselves back into the community. You can help a great deal in this.

There are many patients' organisations and self-help groups available for ostomists. Some are listed at the end of this article. They can offer advice often based on practical experience.

Their help may be just what your ostomy patients need and they will thank you for providing the contact. Just another example of how thinking about your customer's wider needs can benefit all.

Self-help groups

Below is a list of some of the self-help organisation that exist to help patients with ostomies:

- British Colostomy Association, 15 Station Road, Reading RG1 1LG. ☎ 0734 391537.
- Colostomy Welfare Group, 38-39 Eccleston Square, London SW1V 1PB. ☎ 071-828 5175.
- Ileostomy Association of Great Britain and Ireland, Amblehurst House, Black Scotch Lane, Mansfield, Nottingham NG18 4PF. ☎ 0623 28099.
- Urostomy Association, Buckland, Beaumont Park, Danbury, Essex CM3 4DE. ☎ 0245 224294.

Want to stop smoking? Why it needn't be hell with Nicotinell



Will I still need a lot of willpower?

Yes! Nicotinell is not a miracle cure. It will help you by reducing your withdrawal symptoms, but to be successful you must be really determined you want to give up.

How will I cope with the craving?

Nicotinell is a waterproof skin patch designed to be worn 24 hours a day. It gives you a low but constant dose of nicotine that helps reduce the craving for cigarettes.

How can I break the habit of a lifetime?

Nicotinell gives you time to find ways to deal with the habit of smoking. The special Support Pack — included free with large and medium patches — is full of practical tips and advice.

Will I really need to use Nicotinell all day and all night?

Many smokers find they need to wear the patch even at night when they don't normally smoke. This is to help prevent a night-time shortage of nicotine that might make them wake up desperate

for a cigarette. The first 30 minutes of the morning is a recognised danger time.

Don't some people have funny dreams when using the patch at night?

A few people find that keeping the patch on at night disturbs their sleeping pattern. If this does happen, you can simply take the 24-hour

patch off at bedtime. Remember though that if you do this you may need to be prepared to find other ways of coping with early morning cravings. The Nicotinell 24-hour patch offers the flexibility to suit your own individual needs.

How do I wean myself off nicotine eventually?

The Nicotinell Skin Patch





de Brus Marketing Services Ltd

1994 PHARMACY ASSISTANT AWARDS

Programme is structured to reduce the amount of nicotine gradually. After 12 weeks, you should be able to manage with no nicotine at all.

Is there anyone I can talk to when things get really bad?

Ring the free Nicotinell Helpline (0800 - 515514), where professional



stop-smoking counsellors can encourage you when things get tough. They've answered over 30,000 calls so far!

Ask your pharmacist or family doctor for advice.

It needn't be hell with **NICOTINELL**

Ciba Pharmaceuticals are one of the sponsors of the 1994 Pharmacy Assistant Awards programme developed by de Brus Marketing Services Ltd, and supported by Chemist and Druggist. Ciba's Nicotinell nicotine skin patch has sponsored the module on Smoking Cessation.

The selling skills modules in the programme are fully endorsed by the National Pharmaceutical Association, as part of their overall commitment to training for community pharmacy.

ciba

...sponsors of the 1994
Pharmacy Assistant Awards





Shimmering colour and spiky lashes spell glamour

with your natural lashes to give a luxurious, not a spidery, effect. Advise your customers to apply individual eyelashes with tweezers and glue rather than a full set.

The other big news is eyebrows. Gone are the days of unkempt brows à la Brooke Shields, and back is the refined arch of the 1940s Hollywood film stars. However, shaving off brows and pencilling in a line is best left to the catwalk queens. Advise a neat, arched shape which is easy to maintain.

Matte and shimmer

No-one wants to look like a fashion victim, so when younger customers ask you about achieving new looks, advise a mix of matte and shimmer. To avoid iridescent overkill, confine shimmer to either the eyes or the lips, not both.

As with any make-up, preparation ensures better results. For longer-lasting shadow, apply a dot of foundation to the lids and blend, then set with a little translucent powder. Camouflage any dark shadows under the eyes with concealing cream or a lighter shade of foundation. Before applying eyeshadow, many make-up artists recommend dusting loose powder under the eyes. This can then be swept away, together with any specks of shadow, preventing smudges.

The choice of eye make-up may be confusing for your customers. Products available include eye shadow powder, cream, cream-to-powder, pencils, liquid liners, brow gel and waterproof formulations.

Powder tends to be easier to blend, while cream is longer-lasting but more difficult to apply well. Basically, the texture of a product is a personal thing, and whatever feels best on your customer's skin will be the best choice, so encourage them to try out products on their wrist.

Here we illustrate two very wearable looks for daytime sophistication and nighttime glamour. Follow our step-by-step guides to beautiful eyes.

Understated chic

- Prepare the eye area by applying a dot of foundation or shadow base.
- Blend in dark shadows under eyes by applying

Glamour eyes

Help your customers make eye impact this Autumn with the season's new opulent, shimmering shades. With glamour back in style, Sarah Purcell explains how to create eyes worth a second glance

The hottest news on eyes this Autumn is that shimmer is back in vogue. But not worn in the kitsch, glamour-queen fashion that was so popular in the 1970s. Nineties girls have learned from their mothers' mistakes and know that less is more when it comes to make-up, and understated is a key word for the decade.

But what it does mean is that after years of the barely-there natural look, making up is once again fun and frivolous. Today's products are vastly improved, with airspun eye powders giving day-long crease-resistant colour, mascara that gives feathery, not clumpy, lashes and pencils that glide on the skin then blend to a subtle smudge.

For the more adventurous, false eyelashes are back in style. But they should work



An easy to achieve, wearable look for daytime, with a touch of shimmer giving a current feel



The finished look should be soft and subtle, with colours well blended to eliminate hard lines



Evening eyes call for drama, mixing light with shade to provide sparkling contrast

- Concealing cream or stick.
- Define eyes with a stroke of eyeliner just above the top lashes and along the outer corner of bottom lashes. Smudge with finger to eliminate hard lines.
- Apply a neutral matte base shade over the upper lid and along the socket line.
- Add definition with a darker, shimmering shade on the outer third of the eye and blend a little along the socket line.
- Apply brown or black mascara to the upper lashes only.
- Define brows by drawing soft, feathery strokes with an eyebrow pencil.

Evening glamour

- Prepare eye area with foundation or shadow base. Cover dark shadows with concealer.
- Dust translucent powder

under eyes to catch loose particles.

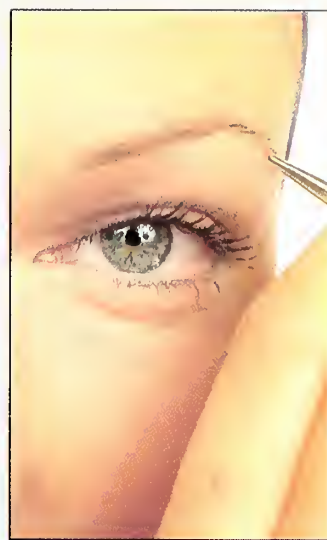
- Apply a fine line close to top lashes with black or brown liquid eyeliner. Alternatively, wet a small, stiff brush, dip in powder shadow and apply.
- Stroke a medium shade of your chosen colour across the upper lid and along the socket line.
- Add definition with a more dramatic shade along the outer corner of eye, dusting a little along the socket line.
- Add glamour with a light pearlescent shadow under the brow and at the inner corner of the eye.
- Apply black or brown mascara.
- Define brows with pencil or powder shadow, using a small flat brush. Slick into place with brow gel.
- Brush away translucent powder under eyes.

Which colour?

The array of eye shadow colours is vast and seductive, but be warned. Often the colours that look most appealing and jewel-like in the compact are best left there. Bright, deep eye colours look great on darker skins, but can look gaudy on pale faces.

As a general rule, pale skin and light eyes suit soft tones of grey, taupe, coffee, apricot and lavender, while dark skin and eyes can take stronger, bolder shades of copper, khaki, burgundy and purple.

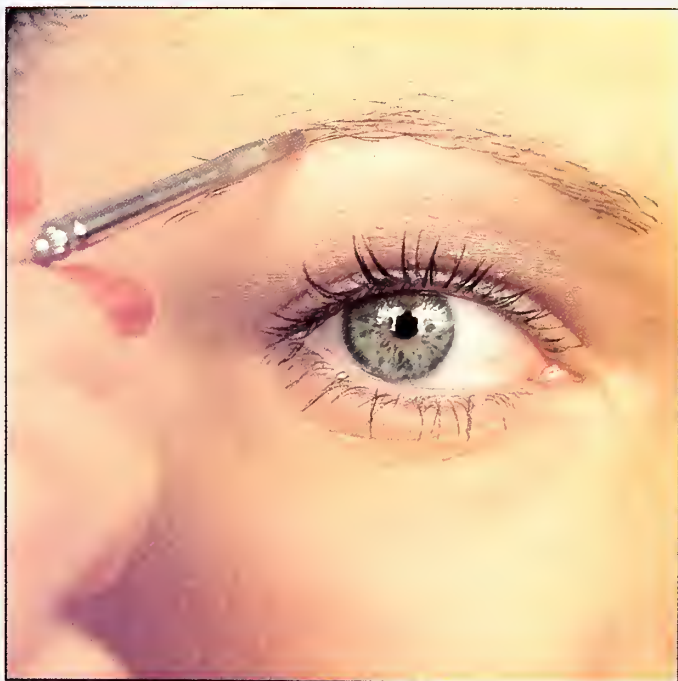
- Blue/grey eyes: try slate, taupe, lavender, pink, apricot.



Beautiful brows

Eyebrows frame the face and give balance — without them it would look empty. Shapely, elegant brows are key to the current make-up look. To help your customers achieve a fashionable but wearable look, follow our guide.

- Have a bath or shower before you pluck your eyebrows as this should open up the pores and make it less painful. Brush the brows into shape with upwards strokes before you start, to check the natural line.
- Using slant-edged tweezers, start to pluck from the inner to the outer brow. Only pluck from underneath, never the top as this will spoil the line of the brow.
- Once brows are in shape, add definition with colour. Use either an eyebrow pencil or a powder shadow with a small, stiff brush which matches your hair colour. Keep shading soft and natural looking.
- Brush brows into shape. Add a slick of clear brow gel or petroleum jelly to keep them in place.



- Green/hazel eyes: try brown, green, gold, mauve.
- Brown/black eyes: depending on colouring, try copper, khaki, brown, charcoal, deep blue, violet, gold.

Seasonal shades

The dominant theme for Autumn/Winter is a return to

opulence, with velvet featuring strongly in many fashion designers' collections. New eye colours for the season include rich shades of purple, chocolate, green, blue and aubergine, mixed with softer tones of coffee, grey and gold, plus the return of pearly highlighter.

The old advice — look after your eyes, you can't get a new pair — is sound indeed. Unfortunately many people still take their eyes and their sight for granted.

A doctor can tell a lot about a patient from an eye examination. Conditions such as anaemia, diabetes and high blood pressure can all be spotted just by looking at the eye.

While such serious conditions are not likely to be diagnosed in the pharmacy, minor eye problems can be treated. At these times, more serious underlying diseases may be spotted and the patient referred to their doctor.

The parts of the eye most often affected by minor infections are the conjunctiva and the eyelid. More serious conditions can affect the cornea or the iris (see diagram p38).

The conjunctiva becomes inflamed, red and painful in conjunctivitis. Conditions called blepharitis and styes affect the eyelids. Dry eyes are another problem commonly seen in the pharmacy as are red eyes, usually caused by irritation. Foreign bodies in the eyes may occasionally be presented and should be referred to an accident and emergency department in case of permanent damage.

Conjunctivitis

Red, watery, itchy and gritty eyes are usually a sign of conjunctivitis, which can be caused by bacterial or viral infection or an allergic reaction. Conjunctivitis often affects both eyes, although one may be more affected than the other.

In **bacterial conjunctivitis** the eyes may also be "sticky" due to pus being discharged and sticking in the eyelashes. The patient will commonly wake up with the affected eye or eyes "stuck together".

Viral conjunctivitis usually requires medical treatment but it is not easy to distinguish viral conjunctivitis from that due to bacteria. The general rule is that if the OTC treatment does not work on the first treatment it is advisable for the patient to visit the doctor. Viral conditions generally last one to two weeks whereas a bacterial infection will usually clear in a few days.

Allergic conjunctivitis can accompany hayfever in individuals sensitive to pollens. The presence of other hayfever symptoms can help you to distinguish



A sight for sore eyes

Eye disorders may be very alarming for your customers but, with a little knowledge, the majority of minor problems can be successfully treated in the pharmacy. Joanne Grimes looks at how...

this form of conjunctivitis.

Allergic conjunctivitis can also occur as a result of an allergy to cosmetics or cleansers. In allergic conjunctivitis there is no pus on the eyes. If the condition results from the use of cosmetics, it will only clear when the use of the offending product is discontinued.

Styes and all

Styes are abscesses affecting a single eyelash follicle. There can be a lot of inflammation surrounding the abscess which can make diagnosis difficult.

If a crop of styes occur, the patient should be referred to the doctor for antibiotic treatment.

Blepharitis, on the other hand, is an inflammation at the eyelash root. The eyelid becomes reddened and thickened along part or all of their edges. In simpler cases dandruff-like crusts are formed on the eyelids.

Treatment

For conjunctivitis, blepharitis and styes, antibacterial eye drops or ointment can be recommended such as Brolene or Golden Eye. If the conjunctivitis is allergic in nature, antihistamine eye drops, such as Otrivine-Antistin, could be a more effective treatment.

Minor symptoms of irritation, for example caused by a smoky atmosphere or chlorine in a

swimming pool, can be alleviated by astringent eye lotions and drops, such as Optrex or Sootheeye.

Redness in the eye not caused by an infection can be relieved by products such as Murine, Eye Dew or Optrex Clearline which contain a vasoconstrictor (which shrinks the blood vessels).

A burst blood vessel in the eye — a red spot in the white of the eye — will usually heal spontaneously and is harmless, so no treatment is needed. If the patient seems prone to such episodes they should go to their doctor.

Dry eyes can be treated by artificial tears and hypromellose drops but the patient should always first see the doctor to exclude any more serious disease.

An old astringent remedy for eyes is boric acid which may often still be asked for in the pharmacy. This product is no longer recommended as it is potentially toxic. An astringent product can be recommended in its place.

Always ask whether the patient is currently taking any medication from the doctor. Some prescription medicines can affect the eye so advise the pharmacist if necessary.

Contact lenses

The use of contact lenses is growing rapidly especially among young adults. The problems associated with contact lenses can be varied but recommending the right solutions is essential to contact lens care.

Approximately 40 per cent of contact lens care products are sold through pharmacies. At present the remainder are sold through opticians but a recent report from the

Continued on p38 ►

Drops or ointment?

Elderly patients may find it much easier to use a tube of ointment than an eye drop bottle if they are shaky or have arthritis.

Autodroppers are now available to stabilise the bottle as the drops are placed in the eye. Some products can be purchased with one of these devices which make eye drops easier to use if people normally have difficulty.

Ointments release their ingredients slower than drops and so need only be applied twice a day rather than the four times a day for an eye drop.

Ointments are more suitable for applying to the eyelid in the case of blepharitis or styes.

A disadvantage of ointments can be blurring of the vision as the greasy ointment film spreads across the eye ball. Generally this can be cleared by blinking a few times but it may be more persistent in some people.

REMEMBER
WHEN EYE
DROPS USED
TO BE HIT
AND MISS



Brolene eye drops and ointment - the only pharmacy treatment for minor infections of the eye.

No more hit and miss. Now with the added assurance of the Autodrop dispenser, Brolene eye drops will be a hit every time with your customers. Fitting easily onto the bottle, this simple applicator delivers the solution accurately and in the right measure whilst holding the eye open.

Tough on minor infections yet gentle on eyes, Brolene works effectively in both drops and ointment. So your recommendation will always be sure of hitting the mark and capitalise on important sales opportunities.

Active Ingredient Propamidine Isethionate 0.1% w/v
• Indication Treatment of minor eye infections • **Dosage** One or two drops into the affected eye(s) up to four times daily
• Contraindications Hypersensitivity to ingredients.
• Precautions May cause blurring of vision on instillation. Patient should not drive or operate machinery until vision is clear. If no significant improvement occurs after 2 days or symptoms become worse discontinue use and consult physician. Eye Drops are unsuitable for use with hard or soft contact lenses. If pregnant or breast feeding use only if considered essential by physician.
• Side Effects Hypersensitivity • **Presentation** 10ml bottle with autodrop • **Price** £3.35 (retail) • PL0012/5087R May and Baker, Dagenham, Essex, RM10 7XS

BroleneTM EYE DROPS with AUTODROP

RHÔNE-POULENC RORER
FAMILY HEALTH DIVISION
TEL: 0323 721422



BROLENE IS A TRADEMARK

EUROPE'S NO. 1 OTC COMPANY

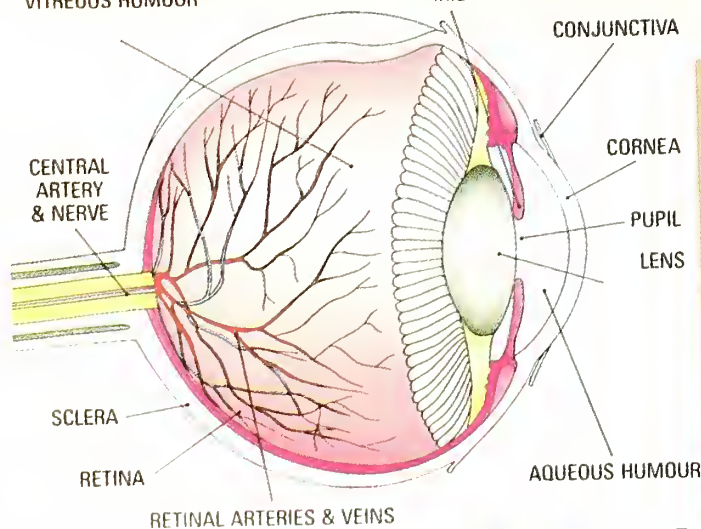
Continued from p36

Monopolies and Mergers Commission recommended that they should be sold through any retail outlet.

The trend now seems to be towards lenses that can be disposed of either on a daily, weekly or fortnightly basis, which need less care than traditional lenses. However all types still need some kind of care.

Care of contact lenses is extremely important as a damaged or dirty lens can easily cause conjunctivitis or a more serious condition if left untreated. Contact lens

Picture courtesy of Healthcrafts ("Health Headlines")

**When to refer**

The patient should be referred to the doctor in the following cases:

- If the vision is distorted or disturbed in any way
- If the patient has already treated the condition with an OTC product but the symptoms persist
- If the patient reports intense pain in the eyes
- If a red area appears in the white of the eye as a result of a knock to the eye
- A baby under two months presenting with any eye complaint should always be referred to the doctor
- A patient reporting dry eyes for the first time

cases should be replaced every six months.

Different lenses

Lenses are described as either hard, soft or gas permeable. Each type needs a different range of solutions. Hard and gas permeable can be classed together as they use the same cleaning systems.

• **Hard lenses** are the easiest lenses to care for but are not used often nowadays as they are very uncomfortable to wear initially. Two solutions are generally used, one for wetting and lubricating, the other for soaking, cleaning and disinfecting. Some all-in-one products are available for hard lenses.

• **Soft lenses** are made from a sponge-like material and are prone to build up of deposits just by being in contact with tears and the environment. Therefore contact lenses should not be worn when using any eye drops because the lens will absorb any preservative or ingredient from the solution and may cause irritation to the eye.

Soft lenses need thorough cleaning and disinfecting on a regular basis, preferably daily. Always use saline for soft lenses, never tap water as this can infect the lenses. A weekly or fortnightly removal of protein build-up may also be necessary.

• **Gas permeable lenses** require the same care as hard contact lenses. The general rule is to stick with the system you choose. The different systems (eg Oxysept or 10-10) can be based on different cleaning methods which often cannot be mixed. It is not advisable to change systems without consulting the optician.

Never use a product that is intended for hard lenses on soft lenses. It is possible that the soft lens could be irreversibly damaged by such an action.

GOLDEN EYE[®]



Treats minor eye infections

Ointment

New Formulation

(0.15% w/w dibromopropamide isethionate BP)

New Eye Drops

(0.1% w/w propamidine isethionate)



Available from your Wholesaler



Pharmacy only guaranteed

50% profit on cost

PLUS W/S DISCOUNT AND BONUSES



Typharm Limited, 14 Parkstone Road, Poole, Dorset BH15 2PG
Telephone: 0202 666626 Fax: 0202 666309

EXCLUSIVE ODOUR-FREE LLOYD'S CREAM
COMPETITION WITH PRIZES NOT TO BE SNIFFED AT

25 LUCKY PEOPLE WILL
WIN CHAMPAGNE,
CHOCOLATES AND A
BEAUTIFUL BOUQUET OF
FLOWERS

Odour Free Lloyd's Cream offers sales potential that's not to be sniffed at! Why? Because when customers ask about soothing relief from muscular aches and pains, Odour Free Lloyd's Cream provides the effective answer they're looking for.

Research studies have proved that many of your customers, particularly women, want an effective topical muscular relief treatment which won't leave them smelling like the proverbial rugby changing room!

Lloyd's Cream is completely odour free. Its medically proven formula provides a gently penetrating action which, when applied, does not warm or redden the skin and which is completely odour free. This makes it an ideal brand for use all year round - extending its sales period and providing more OTC sales potential for you.

Of course, some of your customers will prefer a more traditional rubefacient which provides warming relief to the affected area. In such cases, you could recommend Transvasin Heat Rub (also from Seton Healthcare).



MARKS & SPENCER



But, next time your customers want an effective cream for muscular aches and pains - one that's also completely odour free - recommend Lloyd's Cream.

Lloyd's Cream is available in 30g tubes and 100g jars.

Seton Healthcare Group plc,
Tubiton House, Oldham,
OLI 3HS, England.
Tel: 061-652 2222.

 Seton
Healthcare Group plc
Lloyd's Cream and Transvasin are Trade
Marks of Seton.



Champagne! Chocolates! Flowers!

25 LUXURY TREATS WILL BE WON WITH LLOYD'S CREAM

HERE'S YOUR CHANCE TO JOIN IN THE SUCCESS OF LLOYD'S CREAM'S ODOUR FREE FORMULA - AND WIN A LUXURY TREAT OF A BOTTLE OF CHAMPAGNE, A BOX OF CHOCOLATES AND A BOUQUET OF FLOWERS.

Champagne: Celebrate your success with a bottle of the finest Champagne. Just the thing to make any occasion extra special.

Chocolates: A large box of Marks & Spencer's most delicious chocolates. You're sure to savour every single choc!

Flowers: This beautiful bouquet will add a splash of colour and a breath of fresh air to your home.

How to enter

Two words in the following sentence are missing from the word square below.

RECOMMEND ODOUR FREE LLOYD'S
CREAM FOR GENTLE, EFFECTIVE,
SOOTHING RELIEF.

Simply work out which words are missing, and write your answer in the space below. The words can run horizontally, vertically, or diagonally in any direction. Fill in your name and address and send your completed entry to:

Chemist & Druggist, Lloyd's Cream
Competition, Benn Publications, Sovereign
Way, Tonbridge, Kent TN9 1RW.

The missing words are

Your Name.....

Position

Pharmacy Name

Pharmacy address

Postcode..... Tel No.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| G | A | F | S | R | X | K | Q | H | W |
| E | F | F | E | C | T | I | V | E | A |
| N | U | V | T | M | N | B | C | A | Q |
| T | L | L | O | Y | D | S | I | L | M |
| L | G | O | N | T | A | S | P | T | O |
| E | M | O | R | F | H | E | A | H | Z |
| W | S | C | X | U | S | L | O | C | P |
| A | S | E | R | K | C | R | E | A | M |
| R | E | L | I | E | F | U | R | R | I |
| L | D | N | E | M | M | O | C | E | R |
| P | O | I | U | Y | F | Z | W | E | V |
| F | G | N | I | H | T | O | O | S | Q |

Rules: 1. The winners will be the first 25 correct entries drawn. 2. This competition is open to UK pharmacy assistants only. 3. No purchase necessary. 4. The draw will take place on October 15th.

Drawn by the display

How many times has an attractive window display made you stop in the street or even enter the shop for a closer look? Training consultant Diane Bailey explains how you can benefit from using merchandising and display



by the window.

Open-backed windows have a back only to about waist level or will be completely open giving a clear view of the shop. The main advantage here is that the customer is attracted by movement and colour inside.

Displaying in an open window means the goods have to compete for attention with the rest of the shop. The best result is to limit the number of items and have a strong theme.

Windows viewed from one side only have the advantage that a display can be arranged to be viewed from the front, rather like a picture. In windows viewed from more than one side, the merchandise has to be arranged more like a piece of sculpture which can be viewed from all angles.

Internal display

This term is used to describe merchandise displayed inside the selling area of your pharmacy. There are many different methods which can be used such as:

- Point of sale display
- Product ranges
- Wall alcoves and cases
- Stock displays

Point of sale display can describe all merchandise on show where sales are made. It can also mean goods displayed near a till or check-out point, such as special offers, trial packs etc.

Product ranges are one of the most difficult types of display to make interesting, but with the type of goods you stock, excellent effects can be achieved with ranges of colours and sizes.

Wall alcoves or glass fronted cases can be used for small, valuable merchandise such as perfumes where security is vital. If well lit, these can draw attention to goods but it is important to keep them clean and changed regularly.

Stock displays are used where many small items are stocked such as in grocers, hardware shops or pharmacies. A lot of the stock is arranged on wall or floor fixtures and the display is also partly back-up stock.

It is important to remember that certain areas

that many customers come in for a prescription or OTC medicines. Good display and merchandising can build on this by tempting them to buy something else.

Display points

Displays are generally possible either in the window or at point of sale. Windows are probably one of the following types:

- A closed window
- An open-backed window
- A window viewed only from one side or viewed from more than one side.

Closed windows are closed off from the shop and don't allow customers to look through into the selling area. Their main advantage is that the customer sees the display without being distracted by lights, people or other merchandise inside.

Their separation from the selling area can be a disadvantage in that disappointment can result if the impression gained inside is different from that given

There's a world of difference between a well-lit, eye-catching display and one that looks like it's been thrown together and not dusted for weeks. And if you can tell the difference, so can your customers and the effects will be felt in the till.

The terms display and merchandising are used to describe a variety of methods used to promote the sale of goods and to attract the attention of customers.

In general, display techniques are used to group and show goods either in the window or at point of sale. Merchandising covers a range of different techniques

concerned with shop layout, the use of selling space and maximising customer flow.

Both display and merchandising have only one purpose — to sell your pharmacy's image and the merchandise you stock. No display or layout is any good if it doesn't sell!

It is curious that many small retailers do not always see the economic effects of wasting or misusing display space. It is doubly important that the retailer who may not be able to spend much on advertising should maximise the use and effect of available display areas.

Pharmacies are lucky in

of fixtures are automatically better sellers than others, eye level and just below, for example, is the key area. A pharmacy would waste this space if it is used for staple goods like cotton wool and issues which sell anyway. It's better to use this space for special or different lines.

Generally customers look first at eye level, then down, and finally upwards. Putting things where people can easily spot them is a very sure way of increasing sales.

Planning a display

As with anything else a really effective display is one which has been planned. You need to consider:

- Who the display is aimed at
- What is to be displayed
- Where is it to be displayed
- What theme is to be used
- What physical difficulties does the display area have
- What equipment and props are available.

Having done this the next stage is designing the display itself.

Anyone who is keen on photography or art will be aware that one of the main factors is composition or design. The factors which contribute to the success of a design include:

- Theme — seasonal, colour
- Balance — use of shapes, or masses of goods, spacing
- Colour — choice of colour, atmosphere
- Lighting — diffused, spotlights, visibility

Any display must have a theme or story which it attempts to tell and around which merchandise can be shown. In a pharmacy there are many possibilities for effective themes such as Mothers day, Fathers day, holidays, Christmas, Easter, get fit, look glamorous etc.

The important thing is to decide on your theme and carry it through. Try and link internal display with window displays so that they all tell the same story.

Get balanced

Balance is the main element of good display design. There are two main types, symmetric and asymmetric balance. Both are based on the principle of dividing the available space into thirds (see diagrams).

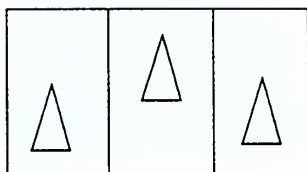
The symmetrical balance method is the easiest to handle and is particularly good when a display can be viewed from more than one side. It is based on the principle of mirror image — both sides of the display match exactly. Asymmetric balance has no hard and fast

rules. Experiment with groups of merchandise and you'll soon see what works and what doesn't.

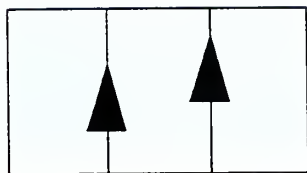
One important factor of balance is spacing. The gaps or areas of the display left unfilled are as important as those filled. Think about the traditional village shop where every square inch is filled by something — the result is total confusion.

While talking about using space I should mention

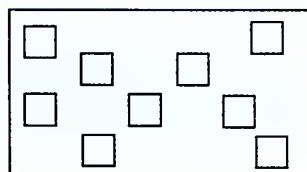
Symmetrical balance



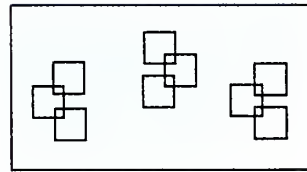
Asymmetrical balance



Random grouping



Organised grouping



grouping. Grouping is simply a question of arranging merchandise in groups and thinking about it in groups rather than as isolated things. Group items closely together rather than spreading them about as this makes it easier to see and more satisfying to look at.

In today's fast-moving world, few customers have time to spare to work out whether a display contains something desirable. The message needs to be clear.

Lighting and colour

If you've ever had a studio photograph taken you will know how carefully the photographer chooses and directs the lighting to get the best possible results.

I'm sure too that you will have seen displays which were spoilt because the lighting used was poor or ill-chosen. However good the planning or theme a display will lack something if the lighting is wrong.

Correctly chosen lighting

adds life and depth to a display. Insufficient or poor lighting results in a display which fails to attract the customer's eye and interest. Effective lighting need not be expensive. If your shop uses a track system of spot-lights make sure that the spots illuminate something and are not left dangling uselessly in mid air. If you change a display, make sure the spots are changed to reflect this.

Colour is as vital to effective display as balance and lighting. Colour must be part of your theme. Certain colours are traditionally linked to seasons or events. For example, red and green are linked with Christmas, browns with Autumn and white with weddings.

Colour can reinforce or create a mood and can also play visual tricks. Warm colours seem to bring things forward, the cool colours tend to make them recede. A small window decorated in red or orange looks even smaller whereas blue creates a more spacious effect.

Display equipment

A little imagination and thought can provide attractive, suitable display stands. Cardboard boxes can be covered with crepe paper, felt and even kitchen foil. Shelves can be made from heavy card, plywood, glass, and then painted or covered. Painted peg boards can be used for small items such as hair slides or tights.

Good display aids need

Winning windows

Windows attract the attention of passers by and can interest them in your merchandise and even turn a passer by into a buying customer. Your window, though, has only two to three seconds to attract attention before the viewer moves past it so it needs to make an impact.

Customers and passers by soon get used to the contents of your window display. If there isn't time to change the whole display regularly each week, try to change part of it to create interest and make things look different.

not cost more than a little thought. Holiday posters can be obtained from travel agents, dried flowers or sprigs of Autumn leaves are easy to acquire and many suppliers provide show cards and display stands.

Neatness and cleanliness is very important. Grubby or dusty stands, peeling covers or faded boxes all combine to give the customer the impression that the pharmacy does not value its

Just the ticket

Tickets are used to identify merchandise, give information on price, reaffirm the image of your pharmacy and create a desire in customers to buy. To do this tickets must be legible, sensibly positioned, informative and meet legal requirements. The most common and irritating faults are:

- Missing or obscure tickets
- Inconsistent positioning of tickets
- Illegible tickets
- Too many tickets.

Tickets, show cards and window flashes have only one purpose — to inform the customer. It is vital therefore that they do this as quickly and efficiently as possible.

stock and if this is so, why should the customer be expected to value or want it?

Merchandising

Merchandising has been defined as psychological persuasion designed to trigger the customer to buy.

Where personal selling is used, the staff can approach the customer, discuss the merchandise and answer questions. In a self-selection store this is not possible so it is vital to communicate by visual impact.

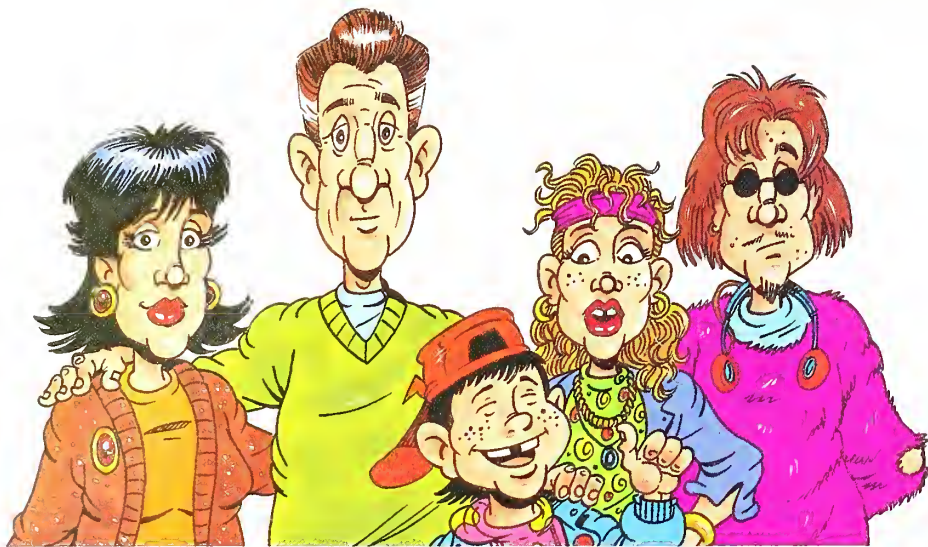
Merchandising is based on a lot of research about peoples' behaviour and preferences when shopping. Certain behaviour can be predicted. For example:

- Most people on entering a shop turn left and move around clockwise. Most people like to walk around the walls rather than in the centre, unless you can use displays to tempt them in.
- People get irritated if a shop is too cramped.
- Placing regular purchases at the back of the shop persuades people to walk through, passing goods they may be tempted to buy.
- Impulse buys can be encouraged by placing merchandise close to tills.
- Ends of gondolas are good selling points

You can do a lot to place goods where they will attract attention and interest. But there is one problem — we become "blind" to our regular surroundings.

Every once in a while, when things are quiet, go outside and enter your pharmacy trying to see it from a customer's point of view. Ask yourself if things are easy to find, does the stock look inviting, are products logically grouped?

Ask yourself if it tempts you to buy. If the answer is "yes" you're doing well. If not, start implementing my advice, today!
(Diane Bailey runs Diane Bailey Associates, a training design consultancy.)



The Maladies

Cystitis attack!

Sally: "What's the best thing you've got for cystitis?"

Assistant: "Is it for yourself?"

"Yes. I woke up with it this morning. I've taken the day off work but I didn't have anything at home to take."

"Have you suffered before?"

"Yes, once about eight or nine months ago. I went to the doctor and he advised me to buy some sachets but I can't remember what they were called. I think they had a lemony flavour."

"Are your symptoms the same this time as then?"

"Yes. I woke up with a bit of a stomach ache and feel I have to rush to the loo every five minutes. But when I get there I don't seem to need to go very much and it hurts a lot as well."

"Do you have a temperature or feel sick at all?"

"No, nothing like that."

"When you had it last time did it go away when you took these sachets?"

"Yes. After a day or so I felt much better. The doctor told me to go back if it didn't clear up but I was fine."

"Well there are a few different products you can buy for cystitis and four of them come as sachets. One is an effervescent tablet. They should be taken three times a day, mixed with plenty of water."

"Oh I see. What else can I do to help treat it?"

"Make sure you drink plenty of liquid, preferably

Sally Maladie wants you to recommend something for cystitis. Understandably, she would also like to know how she can avoid catching it again!

water, milk or weak squashes, and go to the toilet as often as you have to.

"Take a couple of pain killers if the stomach pain is a nuisance or a hot water bottle may help. Go home and put your feet up until the worst of the symptoms are over."

"That sounds OK to me. This is the second time I've caught cystitis. Where do you think I get it from?"

"Cystitis is an inflammation of the bladder and the most common cause is a bacterial infection. Bruising or irritation caused by sexual intercourse can also lead to symptoms or you may be sensitive to perfumed soaps or bath products."

"How do I stop getting it again?"

"Well there's no guarantee but there are a

few simple steps you can take. Drink at least three or four pints of bland liquid every day and always remember to wipe your bottom from front to back after going to the toilet.

"Wash regularly using either plain water or a mild, unperfumed soap. Try and avoid wearing tight fitting clothes and opt for cotton rather than synthetic fabrics. Stockings, as opposed to tights, may also help keep you cool."

"If you find your cystitis keeps coming back it is best to go to your doctor so he can try and identify any underlying cause."

Cystitis crisis

Mention the word "cystitis" and it immediately conjures up mental pictures of frequent, painful trips to the loo, stomach cramps and

When to refer

While many women who ask for advice for cystitis can safely self-treat with OTC products, there are times when they should be referred to their doctor. These include:

- symptoms of cystitis in men or children
- the woman is pregnant
- temperature and vomiting
- a history of weight loss and increased thirst
- persistent vaginal discharge
- blood in the urine
- recurrent attacks of cystitis
- there is reason to believe the attack is linked to a sexually transmitted disease
- symptoms which have not resolved despite treatment with an OTC remedy.

generally feeling miserable and run-down.

Medical textbooks often say that cystitis is more of a nuisance than a serious risk to health, but that's no comfort to the woman who wants something to relieve her symptoms.

Cystitis means literally "inflammation of the bladder". There are many causes and triggers which will vary from person to person. In general, the term cystitis is used to describe a

Continued on p44

Win a luxurious bathrobe with Cystopurin



Cystitis is a distressing complaint which is common to many women. Indeed, an estimated 1.7 million women will suffer from cystitis in any one year.

Contrary to popular belief, cystitis is not always due to a bacterial infection of the bladder. It can also be due to an inflammation of the bladder lining and can have a variety of causes. Some women find that perfumed toiletries, vaginal deodorants, hot spicy food or certain drinks can trigger an attack. Wearing tight fitting trousers or underwear, especially those made from synthetic fabrics can also act as irritants. Even holding on too long before going to the toilet can cause cystitis.



What are the symptoms?

The symptoms of cystitis can vary from woman to woman, but the most common ones to look out for are:

- a burning or stinging sensation when passing urine
- a constant need to go to the toilet, but sometimes coupled with an inability to pass urine
- a dull ache or pain in the lower abdomen
- darker urine than usual, sometimes containing traces of blood
- a general feeling of being unwell, maybe accompanied by fever or nausea

How to relieve an attack

An attack of cystitis should be treated as soon as the symptoms are apparent. Cystopurin, from Roche Nicholas Consumer Healthcare, is a complete 48-hour treatment, which offers fast and effective relief from cystitis.

The six individual sachets of soluble granules contained within the pack of Cystopurin should be mixed with water to make pleasant tasting citrus drinks.

Based on potassium citrate rather than the more commonly used sodium citrate, Cystopurin is the only available granular, low sodium

cystitis treatment available OTC, and can be ideally recommended for all sufferers, and especially those wishing to reduce sodium levels in their diet - women with high blood pressure or kidney problems, for example.

If an attack of cystitis does not clear up after 48 hours, all patients should be advised to see their GP.

The competition

After a hard day at work, everyone deserves to spoil themselves with a relaxing bath. Roche Nicholas Consumer Healthcare and Cystopurin are offering you the chance to win one of 20 luxurious soft powder-blue towelling bathrobes, to slip on after your bath, to make the treat complete.

How to enter:

Just answer the questions, fill in the entry coupon and send to:-

Cystopurin Competition, 4, Cupar Road, London SW11 4JW

1. How many women are estimated to suffer from cystitis in any one year?

2. What is cystitis?

3. Why would you recommend Cystopurin to a patient suffering from cystitis and high blood pressure?

4. What is the active ingredient in Cystopurin?

Cystopurin is a registered trademark

Name.....

Address.....

RULES: 1. ALL ENTRIES MUST BE MADE ON A FORM CUT FROM THIS PUBLICATION. INCOMPLETE OR ILLEGIBLE ENTRIES WILL BE DISQUALIFIED. NO PURCHASE IS NECESSARY. 2. THE COMPETITION IS NOT OPEN TO EMPLOYEES OF BENX PUBLICATIONS OR ROCHE NICHOLAS. 3. THERE IS NO CASH ALTERNATIVES FOR THE PRIZES. 4. ENTRIES BECOME THE PROPERTY OF ROCHE NICHOLAS. THE CLOSING DATE IS OCTOBER 31, 1993.

Continued from p42

set of symptoms associated with the urinary tract which result in difficulty and pain on trying to pass water.

Women bear the main brunt of cystitis attacks. It is a rare condition in men with one notable exception. In old age the incidence of cystitis in men is higher due to prostate problems.

A survey carried out on behalf of Abbott Laboratories, who make Cystemme, found that it is mainly women in the age range 20-44 who suffer from

cystitis. They also found that symptoms come back — a large proportion of women who had suffered had done so at least three times.

Other studies have suggested that half of all women will suffer from cystitis at some time.

Different causes

The causes of cystitis are many and varied and it may be difficult to isolate one definite cause. The most common cause is a bacterial infection.

The reason why more women suffer than men is

due to anatomical differences. In a woman, the openings to the anus, vagina and urethra are all very close together and the urethra (the tube that leads from the bladder to the outside) is very short. As a result, bacteria which commonly live around the anus can easily get into the urethra and travel up into the bladder.

Sexual intercourse, inserting tampons and wiping the bottom from back to front after going to the toilet can all help transfer these bacteria.

In men the opening of the urethra is much further from the anus and the length of the urethra makes it less likely that any bacteria will reach the bladder.

Once inside the bladder, the bacteria find a warm, moist environment which is ideal for rapid growth. Many bacteria thrive best in acidic conditions and as they multiply the urine itself turns more acidic. This acidity is thought to be responsible for the discomfort and burning felt when passing urine.

Sex and irritants

Cystitis can also be linked to sex. During intercourse, bacteria, normally resident around the ano-genital area, can be pushed into the urethra.

Poor lubrication of the vagina during intercourse can cause bruising and trigger an attack. The use of a vaginal lubricant such as Clinijel or K-Y Jelly or pessaries is the answer here.

Perfumed soaps, bath foams or oils, talcs and vaginal deodorants can all act as irritants to the delicate skin in the vagina/urethra area. Very sensitive people may also be able to link this irritation to the intake of certain foods e.g strong coffee, alcohol or highly spiced dishes.

Cystitis is also more common during pregnancy. Any woman who is pregnant, or who believes she may be, should be referred to her GP for treatment.

In rare cases attacks don't seem to have any physical cause but are linked to factors like stress, anxiety and depression.

Classic symptoms

The first symptom of cystitis is usually a stabbing or pricking sensation around the entrance to the urethra. This is followed by a frequent or constant desire to pass urine. But when the person does go to the toilet they may find they can only pass a little urine and this will be accompanied by a stinging, burning sensation.

When urine is passed it may be cloudy or darker than normal. In some cases traces of blood may be visible. If this is the case, the woman should be referred to her doctor. A dull ache or pain either in the pit of the stomach or the lower back may also be reported.

As a result of all this, no woman is going to feel on top form during an attack of cystitis. However, some may also feel nauseous and


The Pharmacist's solution to Cystitis

fizz,
fizz,
Drink!



Effercitrate

(POTASSIUM CITRATE MIXTURE IN EFFERVESCENT TABLET FORM)

- An effective alkalising solution
- Pleasant tasting
- Quickly relieves discomfort
- Each dose freshly prepared
-  - Pharmacy only guaranteed

Remember mist. pot. cit? Now remember Effercitrate!



TYPHARM

Further information from:

Typharm Limited
14 Parkstone Road, Poole, Dorset, BH15 2PG
Tel: 0202 666626 Fax: 0202 666309



False colour X-ray image of the abdomen and pelvic area of a healthy person showing the kidneys (green) and ureters (red) connecting the kidneys to the bladder

everish. A high temperature and vomiting is another sign or referral to the GP.

Relief from attack

Cystitis attacks can come at any time of the day or night, often without warning. The best advice to anyone who realises an attack is imminent is to start treating as soon as possible. The sooner treatment begins, the less the duration of suffering will be and the easier the condition will be to cure.

The key to treatment is to drink plenty of bland liquids such as water, milk, weak tea or diluted squashes. Alcohol and acidic fruit juices should be avoided. The sufferer should aim to drink at least eight pints of liquid a day.

Some women may question this advice. The prospect of drinking this much water when going to the toilet is so painful may seem like a sadistic joke. You need to stress to your customers that it is very important to flush the

bacteria out of the bladder. They should go to the toilet as often as they need to and not "hold it in".

An OTC analgesic will help relieve the discomfort of the stomach or back pain, as will sitting in a comfortable chair with a hot water bottle.

OTC remedies

The rationale behind OTC products to treat cystitis centres on altering the pH of the urine. By raising the pH and making the urine more alkaline, the urine becomes a less favourable place for the bacteria to grow. In addition, alkaline urine burns and stings less so any discomfort is relieved.

The old faithful remedy for cystitis is potassium citrate mixture (Mist Pot Cit). This should be taken well diluted with plenty of water and, once prepared, has a shelf life of four weeks.

Hyoscymus tincture may be added to this mixture and is thought to help reduce the urgency to pass urine by

Some of the common OTC products available to treat cystitis

| NAME | INGREDIENTS | FORM |
|--------------------------------|--|-------------------------|
| Cymalon (Sterling Health) | Sodium citrate 2.8g, citric acid 1g, sodium bicarbonate 1.2g, sodium carbonate 0.1g | Granules in sachets |
| Cystemme (Abbott) | Sodium citrate 4g | Granules in sachets |
| Cystoleve (Seton) | Sodium citrate 4g | Powder in sachets |
| Cystopurin (Roche Nicholas) | Potassium citrate 3g | Granules in sachets |
| Effercitrate (Typharm) | Citric acid 1.14g, potassium bicarbonate 1.39g | Effervescent tablets |

decreasing the spasms of the bladder.

OTC products are, by and large, variations on the theme of Mist Pot Cit. The range of these products currently available is shown in the table (above). Doses, mixed with plenty of water, need to be taken three times a day for at least two days to have the desired effect.

High levels of potassium should be avoided by patients taking potassium-sparing diuretics, aldosterone antagonists or ACE inhibitors. High levels of sodium should not be given to patients with high blood pressure, heart conditions or those who are pregnant. If in doubt, ask your pharmacist.

Prevention points

As it is not always possible to pin down the exact cause of cystitis, your customers will appreciate advice on avoiding an attack.

Drinking at least three to four pints of bland liquid every day will help keep the bladder "flushed" free of bacteria. When going to the toilet, women should wipe their bottom from front to back to help stop spreading bacteria from the anus.

If cystitis flares up after sex, the woman and her partner should wash the genital areas before and after intercourse. For the woman, passing urine as soon as possible after sex helps flush out any bacteria that may have entered the bladder.

You can also advise your customers to avoid wearing tight fitting trousers or underwear especially if they are made from artificial fibres. Choose cotton underwear with stockings

rather than tights and looser clothes such as skirts instead of trousers.

Above all, when advising the customer about cystitis, remember that while the onset may be sudden, causing discomfort and anxiety, it is both common and easily treatable. That should help put their mind at rest.

(Additional information courtesy of Roche Nicholas and Abbott Laboratories)

Associated problems

- **Chronic urethritis** is also called "honeymoon cystitis" and, as the name suggests, is linked with sexual activity. Women who suffer notice that after sex they often get unpleasant symptoms of pain and burning when passing water.

Symptoms only last a day or two after intercourse and are more commonly linked to bruising of the urethra than bacterial infection.

- **Thrush** (vaginal candidiasis) is due to an infection with the yeast *Candida albicans*. The most common symptoms are itching and soreness of the vulva and vagina accompanied by a thick white discharge. Other women experience dryness of the vagina causing discomfort during intercourse or pain when passing urine.

A number of anti-fungal creams and pessaries are now available OTC for thrush.

There is widespread ignorance about puberty and menstruation, a new survey has revealed. Jane Feely asks whether we are failing to educate our teenagers



Picture courtesy of Braun Action Line

Menstrual madness

In Britain there is proliferation of problem pages — in newspapers and magazines, on radio and television, through recorded messages and via teletext.

Everyone, it seems, wants answers to their problems without having to sit down, face-to-face with someone and explain exactly what the matter is.

A recent survey asked more than 50 of the UK's "agony aunts and uncles" to analyse their postbags — quite a task when you consider that together they receive several thousand letters a week. The results highlighted one area in particular where education is sadly lacking — menstruation.

Teenage torment

On average, nearly a third of all letters sent to agony aunts came from the nine to 18-year-old age group. Nothing strange about that you may think. After all, teenagers often feel they have the weight of the world on their shoulders and nobody else, particularly not their parents, can

understand how they feel.

But what was interesting was that about a quarter of the letters were related to periods. Common concerns included the physical discomfort of period pain and the difficulty many girls had in talking to their parents.

There were also letters from mums asking how they should go about starting a discussion with their daughter about puberty. Others even wanted advice on how to avoid this very topic!

Phillip Hodson, the TV agony uncle who presented the findings of the survey at

'There is still a lot of lavatory paper being stuffed into knickers instead of knowledge into minds'

a recent meeting in London, is concerned about the situation.

"It is a sad but real fact of life in 1993 — there are mums who refuse to discuss the onset of menstruation with their daughters, while thousands of daughters daren't tell mum they are about to start having their periods."

Mr Hodson read out a letter from one 14-year-old who described her mum as "really strict" and said she didn't know how to tell her she had started her first period a year ago. Another said: "I can't talk to my mum about it. She doesn't understand my problem and wouldn't listen anyway."

Lasting effects

Mr Hodson sums the situation up as follows: "There is still a lot of lavatory paper being stuffed into knickers instead of knowledge into minds. What should be a major rite of passage into womanhood, and a source of great pride, is all too often a furtive process characterised by shame."

The problems with many of these teenage concerns is that if they are not dealt with they can lead to problems later in adult life.

Another agony aunt, who is a trained sex therapist,

Coping with pain

Period pain and what to do about it is one of the most common questions in the postbags of agony aunts. The problem is not helped by an attitude which still prevails among some older male doctors that female monthly problems are "all in the mind".

Primary dysmenorrhoea is the term given to painful periods in teenagers. It is usually characterised by discomfort in the lower abdomen, back and thighs. Other symptoms can include nausea, vomiting, pallid complexion and sweating.

The condition often settles down after the first 20 or 30 periods but is a real problem while it lasts. Many teenage girls end up taking a day off school once a month.

Exercise, fresh air and a balanced diet can all help cope with period pain, but pharmacy staff are also likely to be approached when a painkiller is called for.

Simple analgesics like aspirin, paracetamol and ibuprofen are the mainstays of treating period pain — but remember that some girls do start their periods before the age of 12 and this can rule out aspirin and ibuprofen.

Soluble preparations work quickly and may be preferred. Ones that can be taken without water (e.g. Dispril Direct) are convenient for taking when at school, work and so on.

Compound analgesics, where different ingredients are mixed in the same product, can also be recommended. Some, like Feminax, are specifically formulated to help relieve the muscle spasm of period pain. Why not ask your pharmacist what he or she normally recommends?



ound that period problems often crop up in her counselling work with adults. One young woman grew up believing that all menstrual references were taboo. When she matured, she felt that sexual responsiveness was equally unacceptable. This resulted in eight years of sexual problems and two broken marriages.

Although starting periods today is less of a shock than it was, say, 30 or 40 years

ago, the survey found that young girls are often ill-prepared. They are worried about being caught out at school when their period starts and are also embarrassed in front of boys.

Persistent myths

Because many teenagers get their information about periods and puberty from their friends and peers, inaccuracies are rife. One agony aunt recalled a letter

Continued on p48 ►

Our bright new packs speak for themselves



Paracetamol Ph. Eur.

Simply Reassuring. Reassuringly Simple.

Dispril, Dispril Junior and the sword and circle symbol are trademarks of Reckitt & Colman Products Limited

Continued from p47

from a 12-year-old who had been told that when you had your period you lost eight gallons of blood!

These myths seem laughable to anyone "in the know", but can be very worrying for an innocent teenager. Examples include: "If you use a tampon you're no longer a virgin", "Don't swim during menstruation", "Don't take a bath", "Don't wash your hair" and "Don't touch a houseplant or it will die".

Perhaps the most bizarre remark was from a girl who

heard that you couldn't swim in the sea when you had your period because sharks could smell the blood.

It is also quite common for girls to have no idea at what time of the month they actually ovulate nor when their body is the least or most fertile. No wonder the rate of teenage pregnancies is so high.

No one thinks that the education of teenagers, the encouragement of open and sensible discussion about puberty and sex between parents and children, and the widespread introduction

of sex education in schools is going to happen overnight.

In the pharmacy, you can help by obtaining and displaying leaflets which teenagers can pick up and take home to read. For details of some of those available, see our "Want more information section" on page 6.

• *What Kids Really Want To Know About Sex*, by Phillip Hodson (Robson Books) is due to be published this month.

(Additional information courtesy of Roche Nicholas' *Feminax File*.)

TRADE ANNOUNCEMENT

CALPOL^{*} PRESCRIPTIONS IMPORTANT POINTS TO REMEMBER.

To comply with a recent reimbursement decision
Calpol prescriptions should in future read:

Calpol Paediatric
and where appropriate

Calpol Paediatric Sugar Free

If in receipt of a prescription for Calpol Infant Suspension,
please contact the issuing GP for clarification.

New one-litre dispensing packs will be available shortly, meanwhile
you may continue to dispense from existing stock as formulations and
dosages are unaffected.

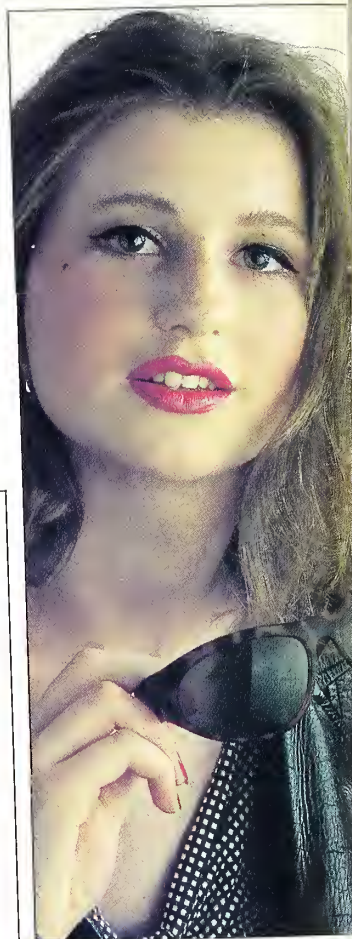
These name changes do not affect Calpol OTC packs.

If you require further information, please telephone the
Wellcome Medical Dept. on 0270 583151 or write to:
The Wellcome Foundation Ltd.
Crewe Hall, Crewe, Cheshire, CW1 1UB.



Wellcome

* Trade Mark



More sex education

"If sex is discussed openly and comfortably, then you have a society where teenage pregnancy is low," says a 1987 report.

Perhaps the ignorance and difficulty of your average British teenager is not surprising when you realise that 70 per cent receive no sex education whatsoever and what information they do get is clearly not comprehensive.

For the record, the UK has 70 pregnancies in every 1,000 teenage girls and on average 50 per cent of all 16-year-olds have had sex.

We have a lot to learn from other countries like the Netherlands, for example, where a more open attitude towards sex has contributed towards a teenage pregnancy rate of only eight per 1,000 girls and the average age for first sex is over 17.

In the UK, young people get most of their information about periods first from books and magazines, then from their friends and finally from parents. School is near the bottom of the list.

In an ideal world, everyone agrees that parents would be the ones to tell their kids all about the facts of life but, in reality, many are ignorant themselves and find it difficult to express their feelings about puberty and sexuality.

So it is generally agreed that school should be the place for this information to be imparted. In fact, when asked, 98 per cent of parents want sex education taught in schools and almost all teenagers agree.

showcase

Remegel gets fresh with launch of new variant

Remegel — the "chewy, not chalky" indigestion remedy — is now available in a Freshmint variant.

The product, launched 18 months ago, now counts for at least 13 per cent of the market category in volume, says Warner-Lambert. Once tried, Remegel is the



preferred brand for six out of ten people, they say.

Each Remegel Freshmint chewy tablet contains 800mg of calcium carbonate and the adult dose is one or two pieces repeated hourly up to a maximum of 12 pieces in a 24 hour period. Remegel is not recommended for children.

Remegel Freshmint is available in two sizes — 3's selling at £0.63, and 24's selling at £1.69.

The company is continuing its advertising support for the brand, including the new variant. The planned spend on TV will exceed £2 million on an annual basis with ads appearing at peak periods during the rest of 1993 and 1994.

Warner-Lambert Health Care. Tel: 0703 620500.



Scholl do the leg work on video

Scholl and the Royal College of Nursing have collaborated on a video on compression hosiery.

The video shows how compression hosiery has changed over the years and is now an effective and acceptable aid in preventing and treating varicose veins.

It includes guidelines on how to measure and fit compression hosiery and examines the causes, treatment and prevention of varicose veins.

The 15 minute video is suitable for use by assistants and also pharmacists.

Scholl Consumer Products Ltd. Tel: 0582 482929.

• *Over the Counter* has ten videos along with two pairs of Scholl's Lite Legs hosiery to give away. Send your name, address and name of your pharmacy to *Over the Counter*/Scholl Offer, C&D, Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.



New-look Rennie makes an impact

Roche Nicholas have given their indigestion remedy Rennie a new look to boost its impact on shelf and capitalise on sales opportunities.

New pack designs are bolder, brighter and glossier with a stronger logo and clear communication of the

flavour. To enhance the carton appeal, the old film wrap has been removed and replaced with a new tamper-evident carton.

Trays for 48 and 96 packs are now single facing, enabling display trays of all packs in the Rennie range to be placed straight on the shelf. Staff will not have to unpack trays or hold half full trays in the stockroom.

In addition, the company is supporting fruit-flavoured Rap-eze with a new TV commercial and a £2 million media spend. Roche Nicholas Consumer Healthcare. Tel: 0707 328128.



Oral-B offer Tooth & Gum care

Having established themselves in the toothbrush and interdental cleaning aids markets, Oral-B are now expanding into other oral care areas.

Tooth and Gum Care is the key to the new range, says the company, with gum protection now a big issue. Oral-B estimate that some 95 per cent of all adults suffer from gingivitis and 79 per cent have bleeding gums at some time during their lives.

The new products are

a toothpaste and a mouthrinse. The first of these, Tooth & Gum Care Paste, has a patented formula containing stannous fluoride and Gantrez. It comes in two sizes retailing at £0.95 and £1.59.

Tooth & Gum Care Rinse also contains fluoride with the anti-bacterial cetyl pyridinium chloride. It is mint flavoured and comes in two sizes, £2.29, and £3.39. Oral-B Laboratories Ltd. Tel: 0296 432601.



Seton revamp Dermidex cream

Seton Healthcare have relaunched Dermidex in an attempt to boost sales to skin irritation sufferers.

Despite the new look, Dermidex retains its original formula combining a local anaesthetic and antiseptics. It is gentle enough for use on the

face and for the whole family including children over the age of four, says the company.

Dermidex will be backed by an educational programme of advertising promotion and sales force support for pharmacy staff. Seton Healthcare. Tel: 061-652 2222.

Palmolive 'skin care you can feel'

Colgate-Palmolive have produced a range of bath and shower cremes said to not only cleanse but also to moisturise and condition skin, leaving it feeling smooth and soft.

Shower & Creme, £1.99, comes in variants for sensitive, dry and normal skin. The Bath & Creme, £2.49, comes in two variants — normal and sensitive skins.

The range has been formulated with mild cleansers and hydrocortisone, said to be unique to Palmolive. All products are pH

balanced to match the different skin types.

The company is planning a TV and press ad campaign using the strapline "Skin care you can feel".

Colgate-Palmolive. Tel: 0483 302222.



Magnatol targets heartburn

Magnatol is a new remedy for heartburn sufferers designed to stop the pain of acid burning.

The cool-mint flavoured product has a double action formulation. It combines the antacids potassium bicarbonate, alexitol and magnesium carbonate with xanthan gum. The gum acts with the alexitol sodium to form a raft which helps prevent the acid rising up into the oesophagus.

For adults and children over 12, the recommended dose is four 5ml spoonful at the onset of discomfort. This dose can then be



repeated after meals and at bedtime to a maximum of four doses in 24 hours. Magnatol is not recommended for children under 12.

Because of its low sodium content — less than 15mg for a 20ml dose — Magnatol is suitable for patients who

suffer from hypertension or heart conditions.

To help educate customers, the product has a peel and read label explaining the differences between heartburn and indigestion.

Sterling Health. Tel: 0483 65599.

Intercare launches lactulose with a plum flavour

Regulose is a plum-flavoured version of the laxative lactulose, launched by Intercare to help grow the OTC market.

While lactulose has many benefits as a laxative, the company's research found that its use was restricted by its current bland flavour. In tests, 68 per cent of users preferred the plum Regulose as opposed to the plain version.

Each 5ml of Regulose contains 3.33g of lactulose and is indicated for the relief of constipation.

Recommended doses for adults and children over the age of 12 are three to six 5ml spoonful daily for the first two to three days, followed by two to three spoonful daily as required. Up to nine spoonful may be given in obstinate cases.

For children, the dose is two to five 5ml spoonful daily for the first two to three days of treatment, followed by



one to three daily as required. Due to its gentle action, Regulose may take two to three days before the full benefit is felt.

Although there is no age restriction on lactulose, the company recommends that young children requiring a laxative should be examined by a doctor.

Regulose is a pharmacy only medicine and will retail at £3.55

for a 200ml bottle. Intercare Products Ltd. Tel: 0734 790345.

Panadol now offers Ultra relief

Panadol Ultra is the latest addition to the range of analgesics from Sterling Health.

The new product, which is Pharmacy only, combines paracetamol 500mg and codeine phosphate 13.5mg, the maximum amount of codeine for an OTC painkiller.

The tablets are capsule shaped with a micro-film coating. There are two pack sizes — ten, £1.65, and 20, £2.85. Existing Panadol and Panadol Extra have also been updated and improved

with a new micro-film coating and redesigned packaging.

A new television advertising campaign will get underway in October with complementary display material available. Sterling Health. Tel: 0483 65599.



Disprol meets needs of different age groups

The Disprol range from Reckitt & Colman has been relaunched with a bold new image. Two products in the range are now targeted for specific age groups of children.

Research by the company showed that consumers wanted products to meet the needs of different children's age groups and to deliver better communication on pack. It was important, they found, that school age children had medicine which was different to that given to their younger brothers and sisters, more like a "grown-up" medicine.

As a result, Junior Disprol has been renamed Disprol Infant and is positioned for children under the age of six. Disprol Junior tablets will be

positioned for the 6-12 age group.

The new packs show the relevant age ranges

in bold lettering. Reckitt & Colman Products. Tel: 0482 26151.



Two gels join Whitehall's Anbesol Liquid

Whitehall Laboratories' Anbesol Liquid relief is to be joined by two new gel formats.

Liquid Anbesol is currently the fastest growing brand in the £9 million mouth pain relief market, says the company who are looking to repeat this success in the gel sector.

The two new products are Anbesol Adult Strength Gel, £1.69, and

Anbesol Teething Gel, £1.49. Both contain the anaesthetic lidocaine hydrochloride.

The adult gel is indicated for the relief of pain associated with mouth ulcers and denture irritation. The teething gel is for teething pain and mouth ulcer problems in babies and young children.

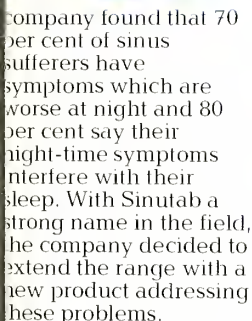
To support the

launch, the company is investing £200,000 in an advertising campaign for the remainder of the year. Ads will appear in the leading mother and baby titles as well as the Bounty Babycare Guide and Infant Health and Feeding Guide. Activity will also concentrate on endorsement from health professionals. Whitehall Laboratories Ltd. Tel: 0628 669011.



Research by the

The recommended dose for adults is one tablet at bedtime. It is not recommended for children. It is possible to take Sinutab Nighttime in addition to the full Sinutab regimen.



Each tablet of Sinutab Nighttime contains phenylpropanolamine 25mg, paracetamol 300mg and phenyltoloxamine 22mg. They come in packs of ten retailing at £2.29.

provided that the specific dosages are not exceeded. The maximum daily doses are Sinutab six tablets (two, three times a day) and one Sinutab Nightime at night. While taking the Sinutab product range no other paracetamol-containing products should be taken.

Both Sinutab products will be supported by TV ads running from December to February next year. This will be based on the proven "face and arrows" Sinutab commercial. Warner-Lambert Health Care. Tel: 0703 620500.



benzyl, the largest single OTC brand in pharmacy, is to have a new look for this winter's season. The new packs have been designed to be more consumer-friendly and staff-friendly, says the company.

The new packs have high impact on-shelf and are easily read by customers at normal shopping distances. To help staff and customers alike there is clear differentiation between the product variants and concise instructions on

the sides of all the
packs.

There are new commercials for the Winter season as part of a five month continuous campaign starting in October and running right through to February. It will cover all TV areas.

For the pharmacy there is a range of point-of-sale materials and the Benylin Winter Window will be available for the peak season. Warner-Lambert Health Care. Tel: 0703 620500.



Precise is a new home pregnancy testing kit which gives results in one minute.

Launched by Becton Dickinson, the home test is said to be twice as sensitive as any other and 99.5 per cent accurate in the hands of a consumer.

Precise can be used at any time of day as early as the first day of the missed period, says the company. Urine is collected in the cup provided and dropped into the urine well of the test device.

After one minute, the end-of-test window turns pink and the main test window can then be read. A "tick" sign represents a positive result, lack of one is a negative. The test also

incorporates an error control bar in the result window to show that the test is working correctly.

Precise is available as a one test, **£6.95**, or two test pack, **£8.95**. Both come with a free leaflet providing a guide to lifestyle and medical factors affecting a pregnancy.

The company has also produced two leaflets which are available free from pharmacies. "Are you ready for pregnancy?" and "Preparing for pregnancy" outline the importance of preconception planning. These leaflets are the first part of an education programme planned by the company.

Becton Dickinson UK Ltd. Tel: 0865 777722.

Lice Alert is the name of a new consumer education campaign being launched by Dendron, the manufacturers of the lice egg removal system Step 2.

The campaign has been designed to promote a wider understanding of how to deal with headlice and is aimed at the general public as well as at those doing the advising such as pharmacy staff.

The campaign includes the Lice Report which details what to look for and how to treat headlice. There are also some strange-but-true quirky facts about lice.

A consumer leaflet illustrates step-by-step instructions for getting rid of lice and there is also an information card for non-medical

personnel in schools to give them information in dealing with infections.

Consumer research will investigate attitudes towards headlice and the problem of the stigma that still surrounds infections.

Chelaro Proprietaries have relaunched Endocil with the emphasis on skin supplements. It is being targeted at women in the 40+ age group and positioned in the growing premium mass market sector.

The original Endocil Moisturising Beauty Cream was introduced in the 1950s for use in hospitals to help skin damaged by burns. The company is retaining this core product and around it, developing a range of five new supplements. All are lanolin-free and have not been tested on animals.

The new products are: Active Moisturising Lotion, **£3.95**, recommended for daily use after cleansing and containing vitamin E and UVA and UVB filters; Hydro Replenishment Eye Gel, **£3.75**, also containing vitamin E; Rich Protective Hand Cream, **£2.75** and Gentle Cream Wash, **£3.45**, suitable for all skin types.

There is also Age Spot Fading Formula, **£8.95**, said to help fade away age spots, freckles and other pigmentation marks without the use of hydroquinone. The active ingredient is beta-carotene, contained in nano-collaspheres, said to penetrate and break down unwanted pigments.

The original Moisturising Cream, available in two sizes, **£3.95** and **£6.75**, has been repackaged. Trade support for the relaunch will include a free-standing counter display unit with show card. Chefaro Proprietaries. Tel: 0223 420956.



Kitemarked Jiffi relaunched

Jiffi De Luxe condoms have been relaunched in the UK, newly certified by the BSI kitemark. The move follows the acquisition of Jiffi by Sime Darby.

The Jiffi range consists of five variants. Jiffi Classic is a natural colour while Jiffi Gold is lubricated with spermicide. Rainbow offer a choice of nine colours while Flavours offer five different colour/flavour variations.

To complete the range there are the Cocktail variants, natural-coloured condoms in the following four flavours — Caribbean Coconut, Peach Punch, Chocolate Cocktail and even



Pina Colada.

All packs contain three condoms and retail at **£1.09**. New 12 packs are planned.

Throughout the Summer, the brand has benefited from a major support package including a sampling campaign linked in with U2's Zooropa world tour where 100,000 specially designed two-condom packs were distributed. Sime Health(UK) Ltd. Tel: 071-403 1234.

Nicorette adds starter pack

Nicorette patches are now available in a three day starter pack aimed at those who want to try the product but are concerned about the cost of a week's supply.

Market research by Kabi Pharmacia showed

that 65 per cent of smokers are interested in using Nicorette patches to help them give up. However, when the cost of a week's pack (£15.99) is taken into account, the level of interest falls to just 33 per cent.

The initial cost of a week's supply can be a barrier to the start of a successful smoking cessation programme, says the company. This new starter pack, **£7.99**, allows smokers to try the patch and move to a larger pack if the patches are successful.

The launch is being supported by a consumer advertising campaign and for the trade there is point of sale material including a header card, poster and a counter showcard. Kabi Pharmacia Ltd. Tel: 0908 661101.



Crookes Healthcare have introduced a new leaflet on athlete's foot, aimed at those who are sports orientated. The leaflet will be distributed from the brand's foot health clinics which tour marathons and half-marathons, via road race goody bags and through certain magazines. For copies, contact Crookes reps or write to Mycil Leaflet (Pharmacy), PO Box 63, High Wycombe, Bucks, HP10 8XA.



Henkel apply '2 in 1' to oral care

Henkel Cosmetics have taken the successful 2 in 1 idea and applied it to a new market sector — oral care.

The new product is Thera-med, described by the company as the first 2 in 1 gel toothpaste combining the added bonus of a mouthwash.

The formula combines sodium fluoride and AHP (azacycloheptane diphosphonic acid) with silica cleaners said to help remove plaque. It comes in two variants — Cool Mint (blue) and Fresh Mint (green). Both will retail at the premium price of **£1.55**.

Thera-med has

already made an impact in other European countries and in Germany, where the product was first launched nine months ago, the brand has taken a 5 per cent share of the toothpaste sector.

The UK launch will be supported by an initial £2.25 million spend. A TV ad is currently running showing a barman concocting the mixture of toothpaste and mouthwash in a cocktail shaker and pouring Thera-med into a glass with a toothbrush decoration. Henkel Cosmetics. Tel: 081-804 3343.



Yardley launch sensory fragrances

Esprit Vital is a new range of sensory fragrances from Yardley. The products have been formulated with natural ingredients and the addition of specific plant extracts known to have stimulating properties. The product's use may help address some of the needs of today's over-stressed public, says the company.

The inspiration for Esprit Vital was taken from the early eighteenth century art of blending fragrant oils and alcohol to produce "Eau de cologne" specifically designed to refresh the mind, body and spirit.

Working on this concept Yardley have blended three sensory

fragrances — Eau Fraiche to cool and refresh, Eau Energie to enliven and invigorate and Eau Sensuelle to soothe and relax.

For maximum effect, Yardley recommend you pour Esprit Vital onto your hands, breathe deeply and then apply to the throat and neck. Alternatively it can be splashed all over the body, be sprinkled onto pillows or bedlinen or added to bath water. The packs also come with a natural pump.

There are three sizes in each of the Esprit Vital fragrances — a 200ml bottle, **£15.00**, for use at home and a 50ml handbag size, **£5.95** for daytime use. Yardley Lenthéric Group. Tel: 0276 62211.



Saucy ideas for babies

Milupa are launching Baby Sauces, said to be a totally new concept in dry babyfoods.

The aim is to help parents bridge that transition phase from baby to family foods. By using the sauces, parents can add variety and flavour to home prepared food and also moisten it.

To use Milupa Baby Sauces, the parent mixes the granules with hot, previously boiled water, stirs and then pours the sauce over a choice of chopped, mashed or pureed home-cooked foods. The sauces can be used for babies from the age of six months to toddler stage.

There are three varieties — White, Cheese and Tomato. Each tub, **£1.65**, contains approximately eight servings.

To give parents ideas for using the sauces, each pack includes two recipes and there's a further nine-recipe leaflet inside each tub. For those wishing to experiment further, Milupa have produced "Baby's First Cook Book" containing 26 recipes.

Support for the launch includes ads in the mother and baby press and selected consumer titles, and a sampling programme.

For retailers there are trial sachets, **£0.29**, recipe leaflets, shelf talkers, window displays and posters. Already in Boots, Baby Sauces will be sold into the rest of the trade in October. Milupa (UK) Ltd. Tel: 081-573 9966.



Nurofen celebrates ten years OTC

August saw the tenth anniversary of Nurofen as an OTC medicine. To mark the occasion the packs have been redesigned.

Maintaining the pack's silver colour, horizontal white lines have been added to form a V-shape around the target logo. In tests, 70 per cent preferred it to the old look.

Linking in with the anniversary, Crookes are backing the first national Beating Pain Week from September 20-24. This aims to put the spotlight on pain, its consequences, advances in its understanding and advice on how to beat it.

Pharmacy staff can apply for a free Beating Pain Week pack which includes a tear-off recommendation pad, a pen and personalised name badge. For details contact Crookes reps. Crookes Healthcare Ltd. Tel: 0602 507431.

Big push for Paracodol

By the time December comes, Roche Nicholas will have spent almost £1 million promoting Paracodol.

Activity will be targeted at tension headache and dental pain. In the first area, activity will centre on ads in the women's Press and leaflets.

For dental pain, the company plans to generate awareness among dentists with a mailing and free product sampling for their patients. Ads will also appear in the dental press. Trade promotions will run until the end of December. Roche Nicholas Consumer Healthcare. Tel: 0707 328128.

Nivea incorporate nanospheres

Energising Vitality Creme is a new product in the Nivea Visage range developed with nanospheres.

Suitable for everyday use, the product, £8.99, is formulated for the drier, more mature skin and for sluggish, dull skin both of which need extra hydration.

Nanospheres are microscopically small spheres filled with moisturising components. They are said to work by

transporting ingredients into those layers of the upper skin where they will have the most impact. The product also contains UV filters.

The result is what the company describes as an "advanced anti-stress complex" formulated to provide intensive nourishing and moisturising for skin that is tired and stressed. Smith & Nephew Consumer Products Ltd. Tel: 021-327 4750.



Dental initiative for Robinson's baby drinks

This month, Colman's of Norwich are relaunching their Robinson's baby drinks range with product changes, new pack designs and a dental health initiative. The aim is to give the range a more contemporary look while capitalising on its strengths in the pure juices sector.

Both Robinson Pure Concentrates Fruit Juices and Ready to Serve Drinks are being repackaged and the Pure Concentrated range is being extended with the addition of an Apple and Blackcurrant variant. The company will be withdrawing its less successful granulated baby drinks.

As part of the

packaging update, Robinson's baby drinks will also feature symbols visualising key dental health advice for mums. The new pictorial symbols have been designed to act as visual reminders to parents to help aid their understanding of the recommended usage occasions.

The company will be placing advertisements in key parental publications and will be inserting a free concentrate and money off voucher in bounty bags from this month. This sampling activity is expected to reach 200,000 new mothers by Christmas.

Colman's of Norwich. Tel: 0603 660166.



Relaunch for Farley's baby milks

The Farley's range of baby milks is being relaunched this Autumn with new names and revised packs.

The move follows research which showed that a third of mothers were unaware that Farley's manufactured baby milks. They were not making the connection between the old name, Ostermilk, and Farley's.

As a result, Farley's Ostermilk is being replaced by Farley's First Milk (yellow tin) and Ostermilk Two by Farley's Second Milk (blue tin). Farley's Follow-on Milk in a green tin replaces the

old Junior Milk but Farley's Premcare is unchanged.

The teddy graphic on the packs reflects which age of child the milk is suitable for and is complemented by updated information to help mothers make the right choice.

A customer care hotline has been set up (tel: 0602 688777) to deal with queries from consumers and health professionals.

Point-of-sale material is available and ads will appear in the health professional press and baby publications. Crookes Healthcare. Tel: 0602 507431.



Synergie range of liposomes

Laboratoires Garnier have extended their Synergie range with Essential Care, a new daycream said to provide complete, high performance treatment for the skin.

The product is based on natural liposomes, said to penetrate the skin's epidermis where they are then "opened by the skin's natural process". Originally liposomes were synthetic but these are made of natural lipids which the skin's enzymes recognise. Essential Care also contains vitamins E and F as well as UV filters.

Recommended retail prices are £5.99 (50ml pot) and £4.99 (tube). Trial sizes £0.99 will also be available. Laboratoires Garnier. Tel: 071-937 5454.

Day Nurse offers hot relief

The Day Nurse range has been extended with a lemon-flavoured hot drink that won't cause drowsiness.

Each sachet contains paracetamol (1000mg), dextromethorphan (15ng), phenylpropanolamine (25mg) and vitamin C (49mg). It is taken to relieve coughs, aches and pains, sore throats, headaches and blocked or runny noses.

The company is mailing 9,000 packs to pharmacists containing a sample of Day Nurse Hot, consumer leaflets and a shelf-edger. For assistants, there is a competition to win a stay at a health resort. Smithkline Beecham Health & Personal Care UK. Tel: 081-560 5151.



Veil



Things have been very quiet this month with many of our regular customers on holiday and as a result there is little exciting to write about. However, we have just received a new computer for the dispensary and there is a new product we've just had in which is causing some interest and thought.

Feminesse is a pack of pre-filled applicators which, according to the instruction leaflet, can be used to reduce feminine "fishy" odours. Well personally I have never, in my relatively short existence, been aware of producing any such odour. What can the makers of this product possibly mean. Is my body natural? Should I be smelling "fishy" from time to time or have I missed the point?

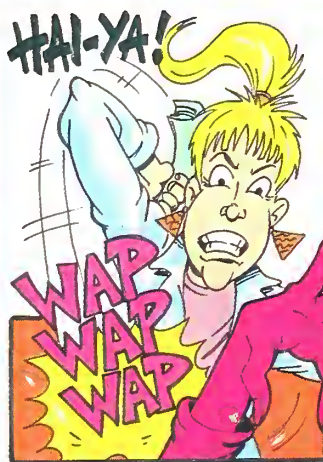
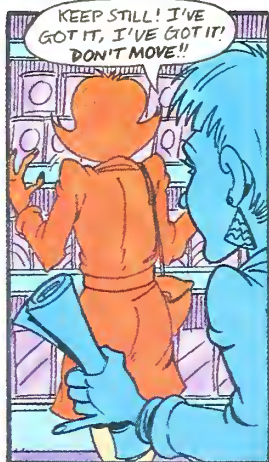
Just as I was studying the pack, my boss came along and asked what I was looking at. Suddenly I felt acutely embarrassed. I thought if I told him what I was reading he might be embarrassed too. But I needn't have worried, he just shrugged his shoulders and told me to find a place for it on the shelf.

But I have to admit that this product set me thinking for some time. I wasn't sure why someone had come up with the word "fishy" to describe anything feminine. I'm also interested to know if women will actually buy this product knowing it is marketed in such a way. The other thing that occurred to me was whether it is a good idea to cover up these odours or if there's a risk that it may stop women seeking medical advice where it is necessary.

On a lighter note, the new computer that we are using in the dispensary is a revelation after our old one. This one has a colour monitor and windows on screen with information about the drug being dispensed and how the prescription should be endorsed. It even comes with a separate printer which automatically endorses the prescriptions as you go along. I've only just started to use it so I'm a little slow but I'm sure that before long I'll be wondering how we ever managed without it. I'll let you know how I get on.

MEANWHILE...

by Andy



Monochrome output by London Scanning, North London. Printed by Riverside Press Ltd, St Ives plc, Gillingham, Kent. Published by Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Contents © Benn Publications Ltd 1993. All rights reserved. No part of the publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior permission of Benn Publications. Benn Publications Ltd may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies, please write Benn, Shaw at Benn Publications Ltd.

£350,000 in women's magazines will
turn one of today's greatest problems
into a fantastic
opportunity for you



Independent research has
shown that Kalms is the first choice
traditional herbal remedy to help
sufferers from stress cope. And with
a major colour advertising campaign
you'll be able to cope by stocking
and displaying Kalms.

Keep Calm
Keep Kalms

THE BRAND LEADER



LEADERS IN NATURAL HEALTHCARE

Backache costs Britain over £4 billion a year. What can you do to help?

Backache and other muscular aches and pains can really slow you down. So much, in fact, that they cause the loss of over 60 million working days a year. They may not always have the same causes but they often have something in common: pain accompanied by inflammation. So what kind of relief would be effective?

NUROFEN: EFFECTIVE FOR BOTH PAIN AND INFLAMMATION

Nurofen effectively controls prostaglandins, the natural body substances that play an important role in inflammation and pain. They are released into the system when muscles, tendons, ligaments and joints get damaged. And damaged tissue is by far the most common cause of backaches.

No painkiller you can recommend controls prostaglandins better than Nurofen. Aspirin, for example, has less anti-prostaglandin activity, and paracetamol has little. That's why, when a customer complains of backache, sports injuries or other muscular aches and pain, Nurofen is the one to recommend.



WHAT ABOUT OTHER TYPES OF PAIN?

Nurofen is also extremely effective against period pain (where prostaglandins also play a critical role), headaches and dental pain (which is often accompanied by inflammation). And since Nurofen can lower temperature, it even relieves cold and 'flu symptoms as well.

That makes Nurofen as versatile as it is effective, a painkiller you can recommend for just about any condition customers seek relief for.



EASY TO SWALLOW

For even an effective medicine to do its job, your customer has to want to take it.

That's why every Nurofen tablet is dressed in a sugar coat which takes us 16 hours to apply. This gives it a small, rounded shape, sleek finish and pleasant taste.

That means Nurofen is easy for people to swallow and they won't mind taking it. And soon after they do, they find it effective as well.

AND THAT'S NOT ALL

There's so much more you can learn about pain relief. That's why we continue our training series which includes many materials on Nurofen. So send us the coupon opposite for free copies of the

Backache and Sports Injuries Series Supplement and a set of booklets on backache and sports injuries for your customers.



Yes, I'd like to receive a free copy of ☐ The Backache Series Supplement ☐ The Sports Injuries Series Supplement ☐ all of these

NAME _____ POSITION _____

PHARMACY _____

ADDRESS _____

Nurofen Advisory
P.O. Box 63, Middlesbrough

Whether it's backache, sports injuries, period pain, headache or dental pain, you can rely on Nurofen.